

Automotive Daily News

PASSENGER

TRUCK

TIRES

TRACTOR

ACCESSORIES

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SHEET STEEL ORDERS PRESAGE BIG AUTO YEAR

Manufacturers Filing Heavy Schedules For 1926

NEW YORK, Jan. 5.—Automobile manufacturers are filing schedules with sheet manufacturers, which indicate that even higher rates of production are expected than prevailed last year.

Though steel men believe that some of these requirements have been overestimated, there is no doubt that a big volume of automobile business will be done in the first part of 1926.

Men in the sheet trade point out that a factor not generally considered in the motor business is the constantly increasing export demand for American cars. A large number of the new Ajax cars being produced by Nash are for export trade. Star is also selling a great proportion of its production abroad. Some makers, such as Studebaker, have been developing their foreign markets for years through manufacturing cars especially adapted to European and South American requirements.

Even foreign built cars frequently contain a large percentage of American parts. The Edward G. Budd Manufacturing Company makes the bulk of sheet stampings for Citroen. Budd is also understood to have an interest in a plant being built for Citroen in Germany. None of the European steel mills can produce the highly finished automobile sheets made in this country. European makers of cars must either resort to special polish to finish sheets or else turn out an entirely different type of finish.

Farm implement manufacturers have been buying substantial tonages of sheets. They have just experienced the best year in the past five and expect another equally good. Tractors have sold exceptionally well and implement manufacturers who produce trucks, such as International Harvester, have had good results in this field.

NELSON GETS N. W. SALES JOB IN WILLYS-OVERLAND

Seattle, Wash., Jan. 5 (U. T. P. S.).—J. H. Alfred, northwest manager of the Willys-Overland Pacific Company, announces the appointment of Hal S. Nelson, well known Seattle and Tacoma newspaper man, to the position of sales promotion manager for the northwest, effective January 1. The appointment, which creates an entirely new department in the company, embraces the Portland as well as the Seattle territory.

COOLIDGE APPROVES 432 NEW AUTO POSTAL ROUTES

Special from A. D. N. Washington Bureau
Washington, Jan. 5.—Extension in the rural mail delivery service to provide 432 new automobile routes have been approved by President Coolidge, who has sent to Congress a supplement of \$1,600,000 to the budget of the Postoffice Department. The President requests that \$350,000 be made available immediately.

Cleveland Automobile Company Boosts Price

Cleveland, O., Jan. 5.—Cleveland Automobile Company has increased prices \$50 to \$95. Model 31 coupe lists at \$1,035 against \$975, and sedan at \$1,090, against \$995; model 43 coupe at \$1,225, against \$1,175, and sport touring at \$1,295, against \$1,245.

RUBBER PROBLEM UP IN CONGRESS

Parker of N. Y. to Name Subcommittee For Inquiry

Special from A. D. N. Washington Bureau
Washington, Jan. 5.—The machinery of Congress was set in motion today to investigate the high cost of crude rubber.

Arrangements for the investigation of alleged manipulation of rubber prices by the so-called British "fair-price committee" have been completed by Chairman Parker of New York, who intends to name a subcommittee of the House Committee on Foreign and Domestic Commerce to conduct the preliminary inquiry which is scheduled to begin this week.

Secretary of Commerce Hoover and other officials of the department will be the first witnesses before the committee. Harvey S. Firestone and several other important American importers of crude rubber are expected to testify.

In the meantime Secretary Hoover is watching the reaction in Great Britain, and studying reports from the department's trade representatives abroad to the effect that the British government is taking steps to appease the United States by taking the rub out of the British monopoly.

British government officials are understood to be working on a plan of conciliation and compromise which would be satisfactory alike to the British government, the Far Eastern rubber producers and the American importers and manufacturers.

AUTO HOUSING RECORDS BROKEN IN TOPEKA

Topeka, Kan., Jan. 5.—All records for construction of buildings devoted to motor car business and housing were broken in Topeka, during 1925, the annual report of the city building inspector will show. Total contracts let for commercial and private garages last year totaled \$254,811. In 1924, the biggest year on the books for this sort of construction, there were permits totaling \$165,713.

PROMISING DEVELOPMENT OF RUBBER IN ORIENT

Washington, Jan. 5.—Cultivation of rubber has developed amazingly in Indo-China, Consul Leland L. Smith, at Saigon, today advised the rubber division of the Department of Commerce.

It is stated that 34,000 hectares are now being devoted to rubber growing with 5,650,000 trees of the 3,399,000 under cultivation being tapped at present.

November Tire Export Shows Gain in Value

WASHINGTON, Jan. 5.—Exports of American tires and tubes in November showed a decrease in volume, but an increase in value, the Department of Commerce reported today.

Total value of November exports of rubber products was \$4,294,257, a marked decrease as compared with \$4,956,309 in October, but higher than for any month during 1924 and nearly up to the average for the first ten months of 1925.

Wisconsin Parts Co. Adds New Building

Oshkosh, Wis., Jan. 5.—Wisconsin Parts Company, manufacturer of Wisconsin double reduction and worm drive axles, has completed an addition to its plant.

The new building, which is of modern fireproof brick and steel construction, increases the company's facilities 50 per cent. New machine tool equipment expressly designed to meet its manufacturing needs is now being installed.

The expansion is necessary to accommodate the large volume of business taken on during the past year and to place the company in position to serve its new accounts during 1926. Since 1921, the company's business has increased over 500 per cent., and the year just closed showed 50 per cent. increase over 1924.

In addition to a complete line of worm drive and double reduction axles for trucks ranging from one to seven tons capacity and heavy duty buses, the company manufactures a special reversing drive unit for railway car service. It announces having recently received the largest order for railway car units ever placed.

RUSSIA TO HAVE BIG AUTO PLANT AT LENINGRAD

Special from A. D. N. Washington Bureau
Washington, Jan. 5.—A passenger automobile corporation capable of turning out between 3,000 and 5,000 cars annually will be formed at Leningrad within the next few months, the Russian Information Bureau has announced here. The output will be limited at the outset to cars assembled from imported parts.

Building of motor trucks, says the same authority, already has been organized and during the first three years 2,535 trucks of 1½ and 3-ton capacities will be turned out at Soviet factories.

PIERCE-ARROWS FOR COL.

Buffalo, N. Y., Jan. 5.—Purchase of ten Pierce-Arrow Series 33 touring cars by the Pikes Peak Auto Highway Company, which is associated with the famous Broadmoor Hotel at Colorado Springs, Col., now places at the service of the Broadmoor's guests one of the largest Pierce-Arrow fleets in the world.

\$10,000 GARAGE LOSS

Clayton, Ill., Jan. 5.—Fire destroyed the Wright & Seckman Garage here with loss of \$10,000. Nothing was left but the walls. Ten cars were destroyed.

In November there were 106,368 automobile casings exported as compared with 129,368 in October. The average declared value of the casings in November was \$15.50 as against \$14.94 in October. The volume figures on inner tubes for November was 93,867 as compared with 120,409 in October, while the average value increased from \$2.40 to \$2.90.

Solid tires also decreased in volume from 11,165 tires to 9,200, but the average declared value increased from \$31.19 for October to a November figure of \$33.45.

HUPP OPERATING AT FULL SPEED

Big Demand Has Necessitated Plant Increase

Detroit, Jan. 5.—Seventy-five hundred Hupmobile Sixes delivered to owners and four buyers waiting for every car it can build is announced by the Hupp Motor Car Corporation as the result of its first two months' operations following the appearance of that car.

"Demands of our distributors and dealers for cars have attained such large proportions that we have not only been compelled to operate at capacity, but have been forced to increase our former plant facilities more than 50 per cent. in our endeavor to keep abreast of the market this car has created," says O. C. Hutchinson, Hupmobile general sales manager.

"Right now, in the middle of the winter, we are faced with a demand that is larger than we can meet. Naturally, we are moving toward that 50 per cent. increase in capacity as rapidly as possible, so that the considerably larger list of buyers who will place their orders for spring delivery will not be disappointed."

SHEFFIELD CO. TO MAKE DOUBLE CUSHION TIRE

Austin, Tex., Jan. 5.—The Sheffield Rubber Products Corporation, it is announced by Henry Sheffield, president, will begin the manufacture of a double cushion automatic tire at Dallas early in January. He claims that this tire, patents for which are pending, has many advantages over pneumatic tires.

The business will start with a capacity of about sixty tires daily and will employ twenty-five men.

The officers of the company are Henry Sheffield, president; Mrs. Henry Sheffield, vice-president; Jesse D. Whitmore, secretary-treasurer. The plant has a floor space of 15,000 square feet.

JONES LONDON MANAGER FIRESTONE PLANTATIONS

London, Jan. 5 (U. T. P. S.).—A. M. Jones has been appointed London manager for the Firestone Plantations Company. His post as secretary to the Firestone Tyre and Rubber Company (1922), Ltd., has been taken by F. A. Upperton, who is also sales manager.

STUDEBAKER SEES 1926 SURPASSING HIGH MARK OF '25

Planning Extensive Building Operations

SOUTH BEND, Ind., Jan. 5 (U. T. P. S.).—The Studebaker Corporation has just concluded one of the most prosperous years in its history, officials of the company announce.

While the year 1925 marked the first in a long span that no major additions were made to the plants here, it proved but a brief respite between building activities. The last great constructive work was the completion of the new foundry, claimed to be the largest single unit plant of its type in the world, which was placed in operation in the latter part of 1924. The cost of this was nearly \$3,000,000.

The new year, however, will see a resumption of building activities at the plants here, officials declare. Plans have already been drawn up and some of the contracts let for the erection of a spring works in connection with the body plant. While no definite announcement with regard to its details has been forthcoming, it has been rumored that the new plant will cost several millions, including the equipment, before it is completed. It is also said that it will add a large force to the Studebaker payroll. By the end of 1926 this plant is expected to be placed in operation.

Studebaker sales during the past twelve months have maintained an unusually high average, according to officials of the company. The demands during the fall and early winter have kept pace with the indications seen in the late summer and fall volume of business. During November and December a production schedule of 19,000 cars each month was maintained by the factory.

During the first three months of 1926 the corporation is planning to turn out a total of 42,000 cars.

The plants reopened Monday, January 11, officials state. In order on a full production schedule by January 11 officials state. In order to provide employees with a vacation during the holiday season, and at the same time to provide for taking the annual inventory, the plants were closed, one at a time, until all were idle December 18.

Concurrent with preparations to reopen the plants has been the shipment of the various Studebaker models to New York city for display at the annual Automobile Show.

The only changes are said by officials to be in color schemes and minor refinements.

Although the exact figures could not be secured, Studebaker officials assert that the winter sales for 1925 surpassed the record of the previous year by a wide margin. It was through this increase that the production schedule for 1926 was made. The new spring plant will be in operation next April to help speed production. Just what the distinguishing marks of the Studebaker models which have been shipped to New York for the automobile show are will not be announced in detail until after the opening of the show.

ANNOUNCE NEW MARMON LINE

Dealers Learn of Latest Models at Convention

INDIANAPOLIS, Ind., Jan. 5.—Addresses by company officials and public announcement of a new line of cars known as the "Special" line featured opening sessions of the seventy-fifth anniversary convention of the Nordyke and Marmon Company here yesterday.

More than 300 Marmon dealers, distributors and salesmen attended the opening meeting held in the convention hall of the company's plant.

The new line of cars includes a five passenger brougham, five passenger sedan and seven passenger sedan. They have the same body lines and motor as the regular cars, but with added features and trim in the interior.

Marmon now has three lines, De Luxe, Standard and Special.

The last delegation of Marmon dealers arrived here yesterday morning on a special train from New York. Delegates were guests at a breakfast given at the Hotel Lincoln, after which they were taken to the factory where the new cars were announced.

In the address opening the meeting, Walter C. Maron, chairman of the board, paid tribute to the work of G. M. Williams, president. Mr. Marmon gave much of the credit for the showing made by Marmon in 1925 to Mr. Williams.

Increases of 100 per cent. or more, each month during the year, were reported. H. H. Brooks, director of sales, in his address, predicted even greater business in 1926, outlining new sales policies for the year.

Addresses also were given by Mr. Williams, P. E. Chamberlain, sales manager; C. A. Campbell, sales promotion manager; C. J. Shearer, treasurer, and H. L. Purdy, vice-president.

The delegation of dealers from Wichita Falls, Tex., attracted considerable attention by their costumes. They were dressed in cowboy fashion.

A large birthday cake, containing seventy-five candles, was lighted at the beginning of the convention. A special train will bear Marmon delegates to the New York Automobile Show following the close of the convention tomorrow.

To Abolish Gov't Repair of Autos

Special from A. D. N. Washington Bureau Washington, Jan. 5.—Twenty-five thousand passenger cars and trucks owned by the War Department, and at present serviced by the government, will be serviced by private garages after June 1.

Secretary of War Davis today issued orders to this effect in the interest of economy, and instructions were issued immediately to abandon nine government repair shops which now do the repair work on the War and Navy departments' automotive equipment.

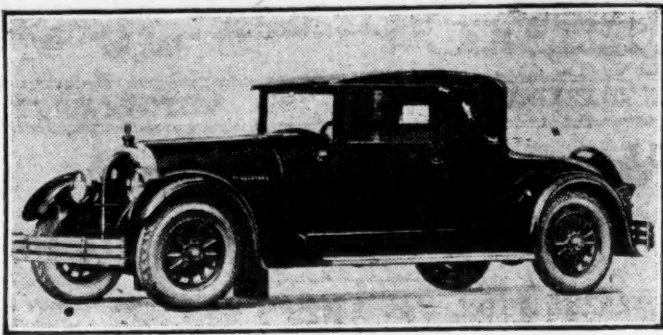
As a result shops at Boston, New York city, Baltimore, Atlanta, San Antonio, Chicago, Columbus, Omaha and San Francisco will be dismantled between now and June 1.

Personnel of these shops will be distributed among nine Motor Corps areas, and they will do minor repairing, although the order contemplates that the major portion of all repair work will be done in commercial and private garages.

SERVICE STATION.

Youngston, O., Jan. 5.—W. B. Lewis has established a new automotive specialty shop here, which will be an official service station for Perfection motor car heaters.

KISSEL'S LATEST! This new all-year coupe roadster will make its first appearance at the New York show. It has racy, low-bung lines, and is primarily designed for a business car. It is built with the Kissel six-cylinder motor and chassis, listing at \$1,695, and the straight eight, at \$2,095.



AUTO INSURANCE UP IN CONGRESS

Compulsory Bill to Be Introduced by Ohio Man

Special from A. D. N. Washington Bureau Washington, Jan. 5.—Representative Roy G. Fitzgerald of Ohio this week will introduce in Congress a bill requesting all automobile operators, private or professional, engaging in interstate travel to take out liability insurance. It is expected automobile manufacturers and dealers will oppose the measure.

Provisions of the bill may be waived for persons, firms or corporations able to show that their financial responsibility is sufficient to compensate for personal injury or personal damage.

The Fitzgerald measure is being drafted as the result of conferences which the Ohio congressman has had with officials of Department of Commerce and with state motor vehicle commissioners and public utility officials who have made a study of the liability problem. He has obtained considerable data from Massachusetts, which had adopted the liability law for motor vehicles, he said today.

"I do not expect to draft a bill which will impose needless expense on persons who are able to demonstrate their ability to indemnify those who suffer injury or property loss through accidents," said Representative Fitzgerald. "But I do feel that automobile traffic is becoming so heavy and accidents so numerous that some security must be provided."

He said he did not expect to get a vote on the bill at this session, but would insist that public hearings be held within the next two months.

MOTOR TARIFFS REDUCED IN AUSTRIA AND LATVIA

Special from A. D. N. Washington Bureau Washington, Jan. 5.—Austria and Latvia are making changes in their respective tariffs which will affect importation of American automobiles and trucks.

Special retroactive reductions of interest to American manufacturers, have been obtained in Austria. "While individual cases are not wholly satisfactory," a report to the Department of Commerce states, "this action assures the competitive status of all American cars."

STUEBING-COWAN, TRUCK MANUFACTURERS, MERGE

New York, Jan. 5.—A merger has been effected between the Stuebing Truck Company of Cincinnati and the Cowan Truck Company of Holyoke, Mass., manufacturers of patented hand lift trucks and platforms for industrial use. The new company will be known as the Stuebing-Cowan Company, with Walter C. Stuebing of Cincinnati as president.

Oakland Six Prices Still at Same Level

New York, Jan. 5.—Despite the drastic increase of 40 per cent. in tire prices, effective January 1, and the rising costs of material generally, there will be no change in the present list prices of the Oakland Six, according to a communication received by Major Harry L. Stratton, president of the Stratton-Bliss Company, local Oakland dealers, from C. W. Matheson, vice-president and director of sales of the Oakland Motor Car Company, Pontiac, Mich.

"Regardless of increasing costs," writes Matheson, "we are deliberately holding our Oakland Six list prices to their present low levels, confidently believing that in so doing we shall be able to build up enough added volume to justify our present attractive prices."

NEW COMPANY TO DISTRIBUTE STUTZ 8

Washington, Jan. 5.—Royce Hough, pioneer automobile man in Washington, and well known sportsman, today announced the formation of the Hough Motor Company as distributor of the new Stutz Vertical Eight in this territory.

The new company takes over the business of the T. V. T. Motors Corporation, former distributor of the Marmon line, and will handle the Stutz exclusively.

STANDARD OIL PLANT AT LONGVIEW OPENS UP

Longview, Wash., Jan. 5.—The Standard Oil Company's \$250,000 marine distributing plant was put into service today, when 10,000 barrels of gasoline and 10,000 barrels of kerosene were received by rail. At an early date a tank ship will discharge 80,000 barrels of fuel oil into the 88,000-barrel capacity storage tank.

A. Bradford, who has been at the company plant at Willbridge, Ore., for seven years, will be in charge of the plant, which will be under the supervision of H. L. Beverly, Longview manager.

AUTOMOTIVE TRADES ASSN. AT K. C. ELECTS OFFICERS

Kansas City, Jan. 5.—The Automotive Trade Association of Kansas City, embracing all branches of the automotive industry except motor car dealers, has elected the following officers for 1926:—

George Arnold, proprietor of the Keystone Garage, president; Ernest L. Minter, Minter Bros. garage, vice-president; George Lockridge, Kansas City Auto Supply Company, secretary; James Skidmore, O. K. Auto Radiator Company, treasurer; Howard Brown, Brown's Garage, sergeant-at-arms.

APPOINT COMMITTEE

Beaver, Pa., Jan. 5.—Dates for the annual Beaver County Automobile Show have been definitely set. The show will be held on February 24, 25, 26 and 27. Charles L. Kribbs, I. S. Sahli and Fred Ewing were appointed as the committee in charge.

MOON ADOPTS NEW MERCHANDISING POLICY

St. Louis, Jan. 5.—The Moon Motor Car Company has adopted a new merchandising policy for metropolitan districts and will distribute its Moon and Diana cars by direct factory branches to dealers operating under direct factory contracts in New York, Chicago and Philadelphia. In the past the company's product has been sold through jobbers or distributors.

BANKER IS ON TRUCK PROGRAM

National City Official To Speak at Open Convention

New York, Jan. 5.—Analysis of business conditions and their relation to the motor truck industry will be made by George E. Roberts, vice-president of the National City Bank of New York, in an address to be given before the Open Motor Truck convention at National Automobile Chamber of Commerce headquarters here on Monday, January 11, at 2 p. m.

Other speakers will be Theodore D. Pratt of New York, chairman of the Truck Users' National Conference, formed to fight the Ainey bill, introduced by Senator Cummins, which would regulate trucks and buses in interstate commerce, and George P. McCallum of Detroit, chairman of the National Bus Legislative Committee, which is in favor of the Ainey bill, so far as it applies to buses.

Both Mr. Pratt and Mr. McCallum were appointed chairman of these users' committees at meetings at Washington, called by the commercial vehicle division of the American Automobile Association. An open forum on these addresses and other problems of the truck industry will also be held.

All motor truck manufacturers in this country have been invited to attend this convention and also to attend the morning session of the second World Motor Transport Congress at the Hotel Roosevelt, and a Motor Transport luncheon at noon, at which Robert C. Graham, vice-president Dodge Brothers, will preside.

Windsor T. White, chairman of the National Motor Truck Committee, will preside at the Truck convention.

May Manufacture Synthetic Rubber

Kansas City, Mo., Jan. 5.—If plans of Harry H. Culmer of Chicago, a chemical engineer, culminate successfully, the first factory for the manufacture of synthetic rubber on a commercial scale in the United States will be in operation in Kansas City in the near future.

Culmer is inventor of a process for the making of synthetic rubber from olefine hydrocarbons, which can be derived from petroleum, coal, shale oil deposits and refuse from garbage, soap works and turpentine factories.

While here last week attending the convention of the American Association for the Advancement of Science, Mr. Culmer made a study of Kansas City, with the view of establishing a factory here for the manufacture of his product.

E. P. Stevenson of Cambridge, Mass., in a speech before the convention of scientists, said that materials could be used in making synthetic rubber equivalent to 180,000,000 pounds of natural rubber are destroyed annually by the petroleum industry as by-products of crude oil.

WET WEATHER IS ACCIDENT CAUSE

Agitation to Compel Chains Is Gaining Ground

WASHINGTON, Jan. 5.—Wet weather increases the automobile accident hazard almost 100 per cent., according to a survey just made by the traffic bureau, Department of Interior, Washington, D. C.

During the month of October, that survey shows, there were 945 automobile accidents of all kinds in Washington. There were ten rainy days and twenty-one dry days in the month; and 424 accidents occurred on the ten rainy days.

Loss of traction due to skidding is given as the reason for that extraordinarily high accident hazard, and legislation or regulation to reduce that hazard is being undertaken in several states and municipalities.

In New York state, Lieut. Christian Oesterbo, in charge of the state motor vehicle law enforcement, announced last week that automobile operators who fail to equip their cars with non-skid chains will be considered reckless drivers in the event of accidents.

"The absence of chains is prima facie evidence of negligence on the part of the driver," says Lieut. Oesterbo's announcement.

In Grand Rapids, Mich., the press is conducting a safety first campaign to make the use of non-skid chains compulsory.

"What we need," says the Grand Rapids Press, "is an ordinance either requiring the use of chains or putting the burden of blame in an accident on the chainless party whose skid happens to be responsible. The law should look upon lack of chains as negligence."

Indiana is working out a new regulation looking toward the compulsory use of chains, and all accident reports—fatal or non-fatal—in that state must give data on the use of chains.

Ford Wins Out in Land Controversy

Washington, Jan. 5.—Contesting the action arising out of the condemnation of land in improvement of the River Rouge at Detroit, Henry Ford has won his fight against Dodge Brothers, J. Calvert Sons and others in the Supreme Court.

Under an act of Congress, Ford deposited with the courts \$2,000,000 to pay awards for land taken by the government in the improvement of the river. Settlement was made for all the land taken except fifteen parcels in which the Dodge Brothers, J. Calvert Sons and others were interested. Ford claimed the awards for those parcels were too high.

ZOLLINGER JOINS STAFF OF CHASSIS LUBRICATING CO.

Rahway, N. J., Jan. 5.—Frank T. Zollinger, for several years manager of the Timken-David Brown Company in Detroit and formerly secretary and treasurer of the Arctic Ice Machine Company, Canton, has joined the organization of the Chassis Lubricating Company of this city.

The company is producing Myers magazine ollers for automatic chassis lubrication. This equipment is standard on several well known makes of passenger cars to be announced at the coming show, and on a number of well known trucks and buses.

CARR FASTENER EXHIBIT
Cambridge, Mass., Jan. 5.—During the period of the New York National Automobile Show the Carr Fastener Company of this city will exhibit a private display of the new Dot chassis lubricating unit.

New Car Buyers Holding Off Until Auto Shows

TOLEDO, Jan. 5.—The new car business has been hit with the first of the year natural lull—with a large number of people waiting too to hear what the automobile makers will bring out at the shows for 1926.

The Willys-Overland Company did a very satisfactory new car business in December and a most extraordinary business for the year at the branch, under the management of Robert Butler. The company enjoyed its greatest sale of automobiles for Christmas buyers and there was nothing wrong with December. Mr. Butler and his retail organization expect January to be the greatest month in the history of Overland branch, both wholesale and retail.

George B. Kopf, Chevrolet dealer, is closing his greatest year in Chevrolet history with nearly a 50 per cent. sales gain over last year. He is the pioneer Chevrolet dealer, and although several others have been opened, his gains go forward each year in substantial building. He reports a good sale of cars in December, with holiday buyers aiding the total materially.

George W. Close, Jr., Oakland dealer, is closing by far the most successful year in his entire history of the line. In many months of the year he more than doubled the previous year's sales figures and on the year nearly doubled his sales.

Buyers Holding Off, For Show Models

New York, N. Y., Jan. 5.—New car sales are showing gratifying spurts, according to dealers, in spite of the holding off which could be expected for the January Show. Effects of Christmas buying were noticed, especially among the medium-priced cars.

More activity is reported among small and medium-priced cars than among the larger cars. Possible customers for the latter group, it is thought, are more definitely holding off from purchase until the new models are exhibited.

Chevrolet reports that its new car sales for December overtopped the sales of the whole of November and attributes the fact to an intensive selling campaign.

December Banner Month in Charlotte

Charlotte, N. C., Jan. 5.—The automobile dealers of Charlotte enjoyed in December the greatest volume of business for that month in the history of the industry, they report. Some of the dealers were unable to fill all orders they received.

While the situation was somewhat unfavorable when November closed, and a feeling of pessimism seemed to be developing by December 15, the advent of the Christmas buying season largely overturned everybody's expectations, the reports indicate, and the final month of the year closed with new cars moving into owners' hands in a steady stream.

C. C. Coddington, Inc., Buick distributors for the Carolinas, delivered about 40 new cars through the retail department here in the month of December, this being a record total. Some unfilled orders were on file when the month closed. Business of the wholesale department is entirely satisfactory. A very brisk spring business is forecast.

Cheering Prospects In Jamestown

Jamestown, Jan. 5.—Jamestown dealers report a prosperous season in the sale of new cars, taking the situation as a whole. The principle impetus, according to the belief of the officials of the various companies, was supplied in December by the distribution of Christmas savings accounts. Local industrial conditions during the past year have been very favorable, thus giving the automotive market an optimistic trend. None of the local dealers report behind time delivery.

The dealers believe that car sales will pick up through the month of January, owing to the fact that many persons believe there will be price reductions. However, the local dealers for the Dodge cars, Peterson-Ganey Motors, Inc., report success with their policy of selling the cars at the present market price, with a guarantee attached that they will make good the difference between this price

Keen Competition Makes Good Site Trade Necessity

Oakland, Cal., Jan. 5.—The world will beat a path to get your superior mouse trap, providing the competition is not too keen. This is the opinion of several local automobile dealers when interviewed regarding the value of a good business location.

There are too many motor cars in the same price and size class to permit any motor merchant to hide his light on a side street, is the general opinion, however.

Bell & Boyd, Willys-Overland representatives, occupy a prominent corner on the local auto row for which they believe it would be worth their while to pay even an excessive rental to maintain. They have just opened a branch on the well-traveled San Pablo avenue, feeling that the display value of this location is worth the expenditure even if sales do not hold up.

"Where a business is segregated, as in retailing automobiles, the dealer with the most attractive and accessible display room has an edge on his competitor even though the cars are fairly equal in price and value," says D. H. Mitchell, Bell & Boyd sales manager.

Another example of the virtue of high rental as a business getter is the Dodge Brothers' stand here. J. E. French Company, which handles the line in Oakland, has one of the finest showrooms in town situated on Grand Avenue, a principal thoroughfare. Their rental is, of course, at a high figure, but show and service facilities are complete with the result that the company is near the head of the sales list each month. A "good front" pays big dividends, according to Hal Beard, the local manager.

Repossession Sales Gain Results in California

OAKLAND, Cal., Jan. 5.—A number of finance companies specializing in non-recourse paper are conducting repossession sales with fair results.

The opening guns of General Motors against high-interest and brokerage finance concerns were fired the first of the year when Chevrolet dealers here and all over the coast went 100 per cent. to the G. M. A. C. purchase plan.

Used car business for the most part will be cleaner and more legitimate in Oakland through this coming year, dealers agree. They have had their fling at wild trading and prohibitive allowances on old cars and found it doesn't play.

At least five new exclusively used car stores have been opened on the local auto row by dealers handling popular car lines. These establishments are conducted independent of the new car salesrooms and a whole-hearted effort will be made this year to take in only salable merchandise.

Used car lots resembling junk yards are fading from sight here. This is a sure sign that long shot bartering on old worn-out autos is becoming a thing of the past.

'Souvenirs' Aid Used Car Sales in Waco

Waco, Tex., Jan. 5.—Christmas sales and special inducements in the way of price reductions, consolidated sales, and offers to give free 1926 license plates have helped get the used car stock of Waco dealers down to a low mark.

Used cars are going to be hard to dispose of in Waco in the next two months, but dealers are planning to hold down on their stock

and to allow a minimum. In this way they hope to prevent a loss. One or two local dealers are planning to discontinue handling of used cars, among these being the Nash-Holloway Company.

Unusual Activity in New York Market

New York, Jan. 5.—Used car sales, which as a rule are below par at this time of year, are showing unusual activity in some quarters, due to special efforts in pushing sales. Dodge, Reo and Chevrolet are among those which report surprisingly good sales for the time of year.

Dodge is finding the preponderance of sales among commercial cars, according to R. Craig, sales manager, whereas, with Chevrolet sales of used passenger cars are greatly in the majority, according to John H. Werring, assistant sales manager.

Sales of used cars in December exceeded the whole November sales, says Mr. Werring, who attributes the fact to the Chevrolet plan of putting all salesmen of new cars upon used cars also for an intensive selling campaign.

Used Car Market Slow in Davenport

Davenport, Ia., Jan. 5.—The used car market has been slow during the last fortnight, with absolutely no call for open cars. Some of the more likely of the used cars were moved through Christmas buying efforts. Advertising is centered chiefly in want-ad pages. On the whole there are few gaps in the ranks on the dealers' floors.

Texas Dealers Set Aside 1% of Gross For Advertising

Austin, Tex., Jan. 5.—Advertising expenditures of central Texas automobile dealers average about 1 per cent. of gross sales, and is overwhelmingly devoted to newspaper space, according to a survey of leading dealers.

Their advertising supplements that done direct by the motor manufacturers, and apparently averages about one-fourth the total automobile advertising of the cars distributed in this territory.

Some of the firms declare newspaper advertising takes up 99 per cent. of their local budgets, with sales letters and direct literature the remaining 1 per cent.

Benson Motor Company, Studebaker dealer at Austin, says advertising for 1925 ran nine-tenths of 1 per cent. of gross sales. Its advertising ran roughly one-fourth of that done independent of the dealers by the Studebaker Company. The advertising budget is subdivided into 75 per cent. for newspaper space, 2 per cent. for sales letters and direct literature, and the balance for sales stunts and merchandising promotion.

Covert Automobile Company, Buick dealer, set aside 1 per cent. of gross receipts for advertising, and of this spent 99 per cent. in newspaper advertising. The 1 per cent. remainder was accounted for in sales letters. No money is set aside for sales stunts and merchandising promotion.

PAVING CUTS DOWN AUTO OPERATING COSTS

Austin, Tex., Jan. 5.—The cost of operating the average automobile on "Main Street" is \$120 a year less after it is paved than before, according to figures made by L. B. Ryon, instructor at Rice Institute, Houston, and engineer of the Houston City Planning Commission. Main Street, in this case, means any street or ordinary country road.

and that of the cars after the coming reduction announced by the manufacturers.

Eagle Garage Company, Inc., reports that the coupe is the favorite of the public, with the four-door sedan a close second. The company is putting out a two-tone paint job on all cars which the buyer desires and this policy is meeting with great success.

According to reports of the Overland-Jamestown Corporation officials, this Christmas season has been unusually good. "We have sold more cars this year than we have in the past two Christmases combined," according to C. F. Stratford, J. L. Frick, president of the Washington Street Garage, distributors for the Nash, Detroit Electric, Lafayette and White trucks, said that this has been the poorest Christmas the company has experienced in several years. "We have not disposed of one-fifth the number of cars we sold last year and the year before at this time. There seems to be no accounting for this slump, either. We have the cars, but there seems to be a scarcity of buyers. A number of prospects have said they were going to wait for the beginning of the year."

Montreal Buyers Await Auto Show

Montreal, Jan. 5.—Quite a few dealers, especially of the high priced cars, are expecting the bulk of their orders after the public has had a chance to see the new models at the motor show this month.

D. Jones, sales manager for the Packard company, while he believes the outlook for business for the first three months of the New Year as exceedingly bright, says he will have a more definite idea after the Montreal show. He predicts a 75 per cent. increase, stating that his company will now have enough cars for the market, having been short of deliveries last year.

Just Motors, through its manager, T. F. Just, reports spring bookings 100 per cent. for the first quarter, mentioning that the first half of December it sold as many cars as in the entire month of December, 1924.

for Economical Transportation



CHEVROLET
REDUCES PRICES

Effective January 1, 1926

Touring ..\$510	Coach\$645
Roadster \$510	Sedan\$735
Coupe ...\$645	1/2-ton truck, \$395
	(chassis only)
1-ton truck	\$550
	(chassis only)

ALL PRICES F. O. B. FLINT, MICHIGAN

CHEVROLET MOTOR COMPANY, DETROIT, MICH.

Division of General Motors Corporation

Q U A L I T Y A T L O W C O S T

Accessory Manufacturers Predict Prosperous 1926

BUFFALO, N. Y., Jan. 5.—A survey of some of the accessory manufacturing firms in this city indicates that the year just finished has been a most successful one and prospects for the present year are so bright that the manufacturers are really optimistic.

Houde Engineering Corporation, manufacturers of Houde Shock Absorber and Scully Spring Protectors have had by far the best year in the history of the business.

A complete new plant building was erected during the year for the Scully division, another new building is in process of erection and it was said at the office today that present tentative plans include further additions to plant and plant equipment during 1926.

At the present time the largest demand naturally comes from the Pacific Coast and Southern points, places where the weather is favorable to operation of the automobile.

Sales manager Webster of the Wire Wheel Corporation of America reports that business improved greatly this latter part of the year and his company is starting the new year with much more unfilled business than was on the books at the beginning of 1925.

Irving Engineering Sales Company had a year that ran at least 50 per cent. ahead of the previous year. This concern discontinued its automatic shutter the first of the year, going to the hand control type and the result was a stimulation of business beyond all expectations. The salesmen reporting at the last of the year were extremely optimistic regarding the outlook for 1926.

December Business Good in Santa Ana

Santa Ana, Cal., Jan. 5.—A great demand for auto accessories of all types marked December business here.

According to Fred A. Ross, manager for the Nash-Ajax dealers, his accessory department is a very vital part of the business. Through this department he has obtained many prospects who have proved to be car buyers, he declares.

Mr. Ross pointed out the fact that his accessory department has a separate door into a room by itself, so that the customer need not enter the automobile salesroom. However, there is also a door from the accessory department into the salesroom, and, according to Ross, customers from the accessory department often

Yellow Coach Co. Finishes Best Year

Chicago, Jan. 5.—The Yellow Truck and Coach Manufacturing Company has concluded the most prosperous year of business in the company's history, according to John A. Ritchie, president.

"Every department, including taxicabs, Hertz Drive-Yourself cars, Yellow Knight trucks and coaches, is working to capacity with orders booked ahead for four months," Ritchie continued. "Twenty-five out of thirty-nine Class A cities in the United States are now served by fleets of Yellow coaches."

drift into the auto salesroom and look things over.

Holiday Business Lively in Canton, O.

Canton, O., Jan. 5.—Radio batteries and chains were the two predominating factors in the week's auto accessory merchandising, a survey of leading stores discloses.

While most dealers expected a slowing up in business the week following the holiday, trading was to the contrary and majority of the dealers report business brisk.

Continuous heavy snows, commencing Christmas Eve and lasting three days, resulted in icy streets and a rush for chains. It was the heaviest chain business of the winter and stocks at this time are at a minimum.

Expect Slump In Sales for 2 Months

Waco, Tex., Jan. 5.—Accessory sales were good, equaling the high mark of last year, for the first time this fall, dealers report.

Horns, anti-freeze solutions, radiator ornaments, chains, bumpers, heaters and tool sets were among the most popular Christmas gifts.

Sales are expected to slump during the forthcoming two months, and to pick up in April and May.

HARTFORD DEALERS IN BATTERY DRIVE

Hartford, Conn., Jan. 5.—Hartford battery dealers are now driving home the winter storage battery idea. Up to this time indications are that more cars will be used this winter than last year. The weather has been comparatively open, there has been no snow to speak of and owners continue to use their cars. There are many owners who lay up their cars when their licenses expire December 31 and take them out again the first of April. Reports all along the line indicate that while the various battery stations have taken in many batteries they have space for many more, hence the drive.

SEE 100% INCREASE IN PARTS BUSINESS

Indianapolis, Jan. 5.—Business for 1926 is expected to exceed that of 1925, according to E. E. Main, president of the United States Bearings Company, in reviewing the prospects of his company. He looks to a 100 per cent. increase in production in the replacement parts industry as a whole.

"Jobbers of replacement parts," said Mr. Main, "who expect to get their share of the 1926 parts business, are going to be those whose stocks are complete and who are in a position to give immediate service and delivery."

Latest Automotive Patents

Washington, Jan. 5.—The New Year's list of automotive patents, made public today, reveals the General Motors Corporation of Detroit and its ally, the General Motors Research Corporation of Akron, O., as the principal assignees.

Patents have been assigned to them by Stephen De Orlo, hood latch; Harry K. Koppin, Jackson, Mich., paint-drying machine; Roger K. Lee, Dayton, O., internal combustion engine; Eugene C. Richard, Flint, Mich., vacuum pump system, and Ernest W. Seasholtz, Detroit, Mich., brake mechanism.

Albert Champion has perfected a new terminal for his spark plug, and Vincent Bendix has invented a new brake mechanism, which he has assigned to the Bendix Brake Company of Chicago. The list of patents follows:—

William K. Andersen, Brooklyn, N. Y., motor vehicle radiator cap; Albert Anderson, Tottenville, N. Y., automobile brake; Harold N. Anderson, Cleveland, O., forming teeth on gears; Jean E. Andreau, Leoman, France, bearing for articulation of three connecting rods.

Charles S. Barrell, Boston, Mass., tire; Vincent Bendix, Chicago, Ill., and A. Y. Dodge, South Bend, Ind., assignors to Bendix Brake Company, Chicago, Ill., braking mechanism; Harry C. Berents, Belmore, N. Y., automobile signal; Vicente Bouza, Highland Park, Mich., automobile signal; Durbin H. Bradley, Sunnyvale, Cal., motor vehicle; Thomas E. Bralier, assignor to J. E. Davis, New York city, piston packing; William Brewster, New York city, and S. J. Baum, Flushing, N. Y., shade for automobile windshield; John L. Burns, assignor to H. H. Franklin Manufacturing Company, Syracuse, N. Y., valve for controlling heated gases to intake manifold jackets.

Gentry Cash, Whiting, Ind., assignor to Standard Oil Company, Chicago, Ill., preventing evaporation from storage tanks; Rufus N. Chambliss, Chicago, Ill., assignor to Gould Storage Battery Company, New York, treating separators; Albert Champion, assignor to A. C. Spark Plug Company, Flint, Mich., terminal connector for spark plugs; Edgar M. Clark, New York city, assignor to Standard Development Company, distilling petroleum oils; Francisco Clark, Durango, Mexico, lock nut; Charles G. Clement, assignor to Highway Trailer Company, Ederton, Wis., adjustable drawbar; Louis Costalen, assignor to Sunbeam Motor Car Company, Limited, Wolverhampton, England, rocker mechanism; Cordie S. Coordes, Hartley, Iowa, tire chain side link; Arnold L. Couty, Marquette, Ore., throttle governor.

Sergio F. De Castro e Inagua, Habana, Cuba, wheel without spokes; Robert Denels, New York city, bumper protector cushion; Jules F. Deford, Lehigh, Pa., assignor to Free-wheel clutch; Joseph T. DeMarols, Anaconda, Mont., automobile sawing machine; Roy K. Dennison, East Machias, Me., gravity mobile vehicle; Stephen De Orlo, Lansing, Mich., assignor to the General Motors Corporation, Detroit, Mich., hood catch; Arthur Dion, Leaside, Ontario, Canada, carburetor; John B. Drabonovsky, assignor to the Mechanical Production Company, Milwaukee, Wis., timer for internal combustion engines; Edward J. Dreher, Los Angeles, Cal., brake pedal holding device; Raphael E. Dy Be, Denver, Col., gas engine.

Curtis T. Forrest, Le Grand, Cal., tractor hitch; Allen H. Frost and C. F. Feltonson, Malone, N. Y., apparatus for producing rubber articles; Frederick F. Fuller, Covert, S. Dak., automatic air pump for motor vehicle tires.

Ernest P. Galassi, Brooklyn, N. Y., fender for road vehicles; Charles H. Gersting, Brooklyn, N. Y., piston ring; Otto Glass, Rosebud, Tex., rim and tire clamps; William F. Godfrey, Keeney, Neb., door for automobile curtains; Charles E. Godley, assignor to Edmunds & Jones Corporation, Detroit, Mich., tail lamp and reflector; James W. Graham, Nelsonville, O., automobile; Adam H. Gross, New Orleans, La., traction increasing attachment for motor vehicle wheels; William J. Grotenhuis, Chicago, Ill., assignor to Biflex Products Company, Waukegan, Ill., automobile bumper.

Knut Hallstrom, Malmö, Sweden, detachable rim; Robert C. Hargreaves, Detroit, Mich., vehicle tire; Galen C. Hargrove, assignor of one-half to C. E. Rislerberger, Paducah, Ky., air compressor; Gerald J. Harmon, Los Angeles, Cal., hose nozzle for gasoline pumps; Stacy B. Haseltine, Chicago, Ill., assignor to W. H. Miner, Inc., friction shock absorbing mechanism; Edward J. Hawkins, Rome, N. Y., automobile signal; John H. Hoult, assignor to M. Doolittle, Farmont, W. Va., automatic valve; Matthew R. Hull, assignor to Rex Manufacturing Company, Connersville, Ind., connecting means for two-part automobile doors.

Colvin L. Johnson, Chicago, Ill., assignor to Johnson Automobile Lock Company, tire-lock cable; Hjalmer T. Johnson, Seattle, Wash., wheel track; Harold T. Jones, Vancouver, B. C., Canada, wheel locking device; Ora H. Justus, Parkersburg, W. Va., purifier for gasoline systems.

Harry K. Koppin, Jackson, Mich., assignor to General Motors Corporation, Detroit, Mich., paint-drying machine; Edward J. Kraybill, Waynesboro, Pa., shock diffuser; Mathias Laszka, New Orleans, La., automobile locking device; Roger K. Lee, assignor to General Motors Research Corporation, Dayton, Ohio, internal combustion engine; Joe M. Lilly, Norwood, N. C., air moisture for internal combustion engines; Henry W. Lormor, assignor to Willard Storage Battery Company, Cleveland, Ohio, storage battery grid; Edward J. Loustalet, Franklin, La., automobile bed; Gunther Luckeman, Morsmaren, N. J., ignition system.

Francis A. Mahan and C. H. McCarthy, Waterbury, Conn., automobile hood cover; Edward J. Maloney, Jr., Montclair, N. J., assignor to Century Engineering Corporation, Newark, N. J., motor vehicle; Carl and A. Matisse, New York city, reflector for headlights; William Metzger, New York city, lubrication retainer for leaf springs; Walter E. Moore, Brooklyn, N. Y., protective device for vehicles; Roy H. Morris, Piedmont, Cal., adjustable support for trucks and trailers.

Milton H. Nickle, York, Pa., rim remover; Edward P. Northrup, Princeton, N. J., assignor to Ajax Electro-thermic Corporation, Trenton, N. J., induction heater for and method of heating tire molds.

Michael J. O'Brien, New York city, combination safety device for automobiles; John F. O'Connor, Chicago, Ill., assignor to W. H. Miner, Inc., hand brake; Henri Perrot, Paris, and G. Calvignac, Levallois-Perret, Seine, France, metallic valve for motor vehicles; Edward J. Prime, Groveland, Mass., anti-skidding attachment.

Rathbun, Grand Rapids, Mich., assignor to T. E. Weir, Muncie, Ind., shield for motor car radiators; James T. Rencar, assignor of one half to L. E. Coker, New Orleans, La., automobile lift; Eugene C. Richard, Flint, Mich., assignor to General Motors Corporation, Detroit, Mich., vacuum pump system; George W. Robert, Vicksburg, Miss., bearing; Gilbert G. Rosino, Sandusky, Ohio, motor-operated spotlight; Louis R. Ruthenburg, Dayton, Ohio, self-propelled vehicle.

Swan A. Sandberg, Lee Center, Ill., clutch-control mechanism; Raymond de S. Santos, Philadelphia, Pa., shock absorber; Nicholas Schindler, Boise, Idaho, anti-slipping tire armor; Ernest W. Seasholtz, assignor to General Motors Corporation, Detroit, Mich., brake mechanism; Myrah H. Senechal, Portland, Ore., automobile signal; Andrew Smith, Milwaukee, Wis., oil-pan construction; Joseph Sonnenfeld, Brooklyn, N. Y., automobile bumper; Burton A. Spinney, Des Moines, Iowa, truck; Reginald G. Standewick, Marblehead, Mass., assignor to the General Electric Company, oil governor; George M. Stevens, San Francisco, rubber friction drive ring; Lawrence A. Subers, Lakewood, Ohio, laminated convoluted interwound rubber tube and making the same.

Benjamin P. Taylor, Wyoming, assignor to Taylorall, Inc., Cincinnati, Ohio, rubber cement; James E. Taylor, Dallas, Tex., device for preventing leakage in axle bearings; Oscar Terhell, Los Angeles, Cal., traffic signal casing; James A. Thomas, Albert Lea, Minn., automobile spotlight; Arthur Tickle, Brooklyn, N. Y., motor; Gustave Tiger, Chicago, Ill., vehicle signal.

James H. Wagenhorst, Akron, Ohio, wheel with demountable tire-carrying rim; Henry W. Waits, Gainesville, Fla., universal joint; Melvin E. Walty, Lone Rock, Wis., and F. O. Walty, Avoca, Wis., anti-skid device; Charles E. Whalin, Salt Lake City, Utah, assignor to the Whalin Auto Lens and Light Company, lantern globe; John C. White, Bowling Green, Ohio, self-retaining anti-friction insert for leaf springs; Frederick G. Whittington, assignor to Stewart-Warner Speedometer Corporation, Chicago, Ill., electric motor for warning signals.

A petition, signed by 45 Tacoma gas station operators, states that the increase in the use of gasoline and oil by motor cars and trucks is not keeping pace with the construction of service stations in this city.

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BENDIX BRAKE CO. PLANS EXPANSION

South Bend, Jan. 5 (U. T. P. S.).—Approximately ten cars ranging in price from the most expensive to the cheaper makes, will appear at the New York automobile show, January 9, with Bendix brakes as standard equipment, according to the officials of the company.

The Bendix company was organized on December 1, 1924. The payroll was rapidly increased from 50 to 200 and will go to 500 some time during the spring months, when the buildings under construction have been completed and put into operation, officials declare.

"The past year has been one of organization and development," said J. L. Price. "Much of the work that has been done this year by hand will be taken over by machinery and production will continually get down to a finer point."

"The present office rooms are inadequate to answer the demands of the business and will be extended back into a portion of what is now the factory, when the present building program of the company is completed."

The Bendix Brake Company is a branch of the Bendix corporation of Chicago, manufacturers of automobile equipment and motors.

Foreign Demand For U. S. Products

Washington, Jan. 5.—Trade opportunities for the sale of American automotive products in six foreign countries are obtained in the current list made public today by the Department of Commerce.

Detailed information may be obtained by referring to the affixed numbers in communicating with the Bureau of Foreign and Domestic Commerce of the department, or any of its co-operative offices. The list follows:—

Purchasers

Germany—18544, Garage and repair shop machines and tools.
India—18578, Accessories, parts and equipment.

Agents

Australia—18630, Petroleum and petroleum products.
Egypt—18558, Lubricating oil.
Germany—18550, Accessories and equipment; 18545, 18546, 18547, automobiles; 18551, automobile tires; 18575, lubricating devices; 18548, motorcycles and accessories; 18572, machine tools for automotive industry.
Mexico—18549, Accessories.
Strait Settlements—18569, Motor supplies.

Shop Equipment

HARDIE CAR WASHER

Operating by a pump rather than an air compressor, the Hardie Magic Car Washer, a product of the Hardie Manufacturing Company, Hudson, Mich., provides high pressure car washing.

The pump is driven by an electric motor, and both are mounted on a compact stand which is claimed to require a considerably smaller floor space than the average compressed air outfit.

Its use enables a great many cars to be handled by the same working force, and it does not require a redesigning of the wash floor, it is claimed.

Hot water, soap solution or any material used for car washing can be readily handled by the outfit. Its 300 pounds pressure provides a stream which will quickly dislodge grease and dirt.

This powerful stream can be modified to a soft spray which, it is claimed, will not mar any finish.

It is made in one, two, four, six and eight-gun sizes.

TESTS HEADLIGHTS

Waco, Tex., Jan. 5.—Testing of automobile headlights prior to registration for 1926 has started here, and a campaign of "Test Your Lights Early and Avoid the Rush" has been started by the thirty official testing stations.

BERLIN FIRE APPARATUS

Berlin, Jan. 5.—Fire fighting apparatus in Berlin now consists of 174 automobile pumps and hose trucks, as against 107 in 1924.

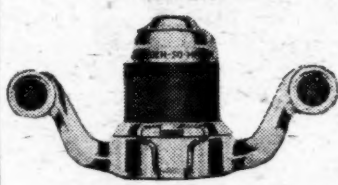
HOTEL WALTON

104 WEST 70 ST.
NEW YORK

A HIGH CLASS HOTEL NEAR CENTRAL PARK AND
CONVENIENT TO SHOPPING AND AMUSEMENT CENTERS

PRICES RANGING FROM \$15 TO \$17.50 WEEKLY WITH
THE USE OF BATH; \$35 TO \$42 WEEKLY SITTING ROOM
BEDROOM AND BATH

THE ROSE ROOM IS AVAILABLE FOR SOCIAL
FUNCTIONS OR BUSINESS CONFERENCES



Vapors arising in the neck of the radiator are condensed back into a liquid form by the use of the Sentree Con-Den-So-Meter, a new accessory made by the Alert Alarm Company, Chicago.

This condensing maintains the volume of the cooling water and necessitates less frequent filling of the radiator. It also keeps the engine at a more efficient operating temperature, the manufacturer claims.

In winter, when alcohol is added to the cooling water, the Con-Den-So-Meter constantly recondenses the alcohol fumes which are driven off by the heat of the engine and thus effects a considerable saving of the anti-freeze medium. Price, \$12, complete.

The Con-Den-So-Meter is mounted as a unit on the Sohm Universal Radiator Cap, as shown in the illustration. This cap is adaptable to any car and is claimed to be theft and leak proof. The locking feature is substantially and practically made and can be readily installed in a few minutes.

The cap can be obtained without the Con-Den-So-Meter, so that any ornament can be mounted on it. It is made of special white metal, highly nicked, and with transparent green jewels inserted in the arms.

Price of the cap is \$6.50.

Canton Tire Plants at High Production Level

CANTON, O., Jan. 5.—Operations at the factories of the Triangle Tire and Rubber Company, Canton's largest tire manufacturing plant, will continue through January on the same production schedule as has been maintained throughout November and December.

That is the announcement of M. C. Wyatt, general manager in charge of operations.

"November and December usually are the dull months for the rubber tire business, but this period held up remarkably well, and there is little prospect for a falling off this month," Wyatt said.

The Triangle factories are maintaining the same production as the last several weeks, 450 tires a day, all cords. The production is about 50 per cent. balloons, which, according to officials of the company, indicates the balloon tire is gaining in favor among motorists over the country. No fabrics are made by the Triangle concern.

Wyatt reports the recent drop in crude rubber prices will have no tendency to drop prices, but stated that the trend still is upward, and there may be another advance soon. "Right now the price is firm," he said.

The Triangle Tire and Rubber Company faces the best year in the history of the company, according to Wyatt. Business already is on the books to insure steady operation up to February 1, and after this date Wyatt expects spring business will be available to keep the factory going the entire first half of the year.

No change in production is contemplated at the factories of the Monarch Rubber Company, with factories at Hartsville, near here, officials said this week.

"We plan to continue operations uninterrupted through January, with a possibility of increasing schedules after the first of February," an official said.

This concern is making in the neighborhood of 350 tires a day.

No let-up in operations is in prospect at the plant of the Wilson Rubber Company, here, which, for 1925, experienced the most phenomenal year in the history of the company. An official of the company said this week that operations would continue at 100 per cent. day and night indefinitely.

Sufficient business already has been booked to insure operations throughout the first half of 1926.

Salem, O., Jan. 5.—Increased production of both tires and tubes, aggregating 15 per cent. over that of December, is announced for January by officials of the Salem Cord Tire Company, with factories here. This company several weeks ago increased its production facilities by adding more machinery and going into tube manufacturing. The outlook for 1926 is very good, despite the uncertainty of the crude rubber market, officials said.

NEW PLANT NEEDED

London, Jan. 5 (U. T. P. S.).—It is stated that the Michelin Tire Company is seeking to find a site for new works near Northampton.

SMALL TIRES NOW OBSOLETE

Little Call for 3-Inch Casings in Topeka; Too Many Balloons

Topeka, Kan., Jan. 5.—Three-inch tires and motorcycle rubber are becoming dead stock on the hands of tire men in this territory and are being closed out.

At the same time, the tire men are complaining about the many sizes of balloons. From fourteen to twenty different sizes are necessary in stock because of the requirements of various car manufacturers. The Topeka tire men claim that it's up to the car men to standardize.

"We are eliminating the three-inch Ford-sized tire," said Tom Halley of the Erlich-Halley Tire Company. "We have not sold more than five this year and the size is dead stock. There is absolutely no market for the three-inch tube either."

"We will be forced to carry three-inch tires and tubes for another year, but I believe we have almost enough of that stock to carry us," said John Capper of the Capper Auto Supply Company.

"Three-inch tires are now only being used on front wheels of the old model Fords. We stopped carrying 2 by 28 motorcycle tires this summer. Prices on rubber are due to rise the first of the year and we are buying heavier than we ever did before spring dating was abolished."

"There's still some demand for the three-inch tire and tube, but inside another year no Topeka dealer will have any in stock," said E. C. Ekblad of the Topeka Tire Company. Kelly-Springfield distributors.

"What the trade needs most right now is a standardization of the balloon. We are carrying twenty sizes now. There should be no need for 29, 30, 31 and 32-inch 495 balloons. One size would be enough for the type of cars using the 495. It is causing the tire men, both manufacturer and dealer, an extra financing load to have to carry so many sizes, and this is probably one of the reasons for higher prices."

TIRE PLANT IN INDIANA IN HANDS OF RECEIVERS

Anderson, Ind., Jan. 5.—Nathan Ridgeway of Newcastle and Frank E. Potes of Anderson, co-receivers, have taken charge of the property of the International Rubber Company of this city.

Receivership was granted on a petition of stockholders on the grounds of defaulted payment on bond interest for two years, and insufficient capital for the operation of the business. It was pointed out in the petition, however, that the company has assets of \$750,000, and liabilities of only \$350,000, one-half of which is secured by mortgage bonds.

The company is producing about 400 tires daily. J. D. Wiggins, formerly of Cleveland, who had been president and general manager for several months, resigned recently.

INCREASES SPACE.

Cleveland, O., Jan. 5.—The Nichols-Lintern Company is increasing its factory space and installing special machinery to meet the demand for N-L ventilators, Universal lanterns and its other products. Prospects for 1926 are exceedingly bright, officials of the company state.

LIBERIA—LOCATION OF FIRESTONE'S big rubber plantation project. Lying on the west coast of Africa, it has a climate and rainfall ideal for rubber growing. By direct steamer route, it is within 4,000 miles of New York. Rubber from Singapore and the Far East now travels 10,000 miles to reach New York.



Tire Notes

SALES CONFERENCE HELD

Evansville, Ind., Jan. 5.—The Orr Iron Company, which, in addition to operating a large supply house for mine, mill and blacksmithing supplies, is a distributor of Mansfield tires and accessories, concluded the annual three days' sales conference at the Hotel McCurdy. Officers and representatives of territory covering southern Indiana and Illinois, western Kentucky and northwestern Tennessee attended.

NEW PLANT NEEDED

Liverpool, Jan. 5.—A proposal to establish new works in the neighborhood of Stoke-on-Trent for the Michelin Tire Company was mentioned at a meeting of that district's city council recently.

RODER WITH INDIA CO.

Akron, Jan. 5.—Donald J. Roder, formerly with the Michelin Tire Company, has joined the New York sales force of the India Tire and Rubber Company, covering the territory around Syracuse.

OPENS TIRE STORE

Indianapolis, Ind., Jan. 5.—E. B. Oscars, a pioneer in the tire industry of this city, has organized the E. B. Oscars Tire Company and opened a store here. He will distribute the Goodrich line and also handle accessories and do vulcanizing.

ATLAS BRANCH BOUGHT

Lima, O., Jan. 5.—C. D. Steele, manager of the Atlas Tire and Rubber Company here for the past seven years, has purchased the entire interest of the Lima branch, which consists of a large stock of tires, wheels and rims. Steele is planning extensive enlarging of the warehouse in order to stock one of the largest supplies of this kind in the city.

KEATON BRANCH MOVES

Portland, Ore. (U. T. P. S.) Jan. 5.—Keaton Tire and Rubber Company, under the management of C. C. Jack, has moved into larger quarters at Thirteenth and Morrison. The new quarters provide for a drive-in service. This branch is now wholesaling tires in Oregon, Washington and Idaho.

NEW KELLY BRANCH

Indianapolis, Ind., Jan. 5.—The Kelly-Springfield Tire Company has opened a direct factory branch here with Fred I. Willis as manager. Willis was head of the tire department of the Central Rubber and Supply Company, distributors of Kelly-Springfield products, before the opening of the direct branch.

Tire Demand in Japan Increases With Vehicles

Shanghai, China, Jan. 5 (U. T. P. S.).—The increase in the number of automobiles and motor trucks in all parts of Japan is responsible for the tire trade finding business lively at present. Japan now has 55,000 motor cars, and 300,000 pneumatic tires are sold annually, it is claimed. The latter item alone represents trade involving 10,000,000 yen.

About 60 per cent. of the rubber products comes from abroad and the balance is supplied by several home makers. With the increasing demand Japan has become a contested center for rubber manufacturers, and products bearing all brands from nearly all countries and of varying qualities are on the market.

AKRON DEALERS FOR ONE TIRE LINE

Akron, O., Jan. 5.—The tire dealers as a whole in Akron believe that one line of tires is the best policy if the dealer is to remain in business. They feel that a dealer can carry a more complete stock in size and type, which means a smaller amount of money tied up throughout the year.

If a dealer carries more than one line of tires he cannot stock every size in each line, for to do so would mean that he would have to carry the major portion of users of that particular make to clear any profit on the money tied up.

Fred Cook of the Cook Brothers Tire Sales, Goodyear dealers, says that they have handled this line exclusively for ten years and would not consider carrying another in connection.

Cook says that they have built up a reputation with this tire that is an ever-increasing sales builder for them. Their established trade know what they are getting and

CANADIAN RUBBER INDUSTRY SHOWS RAPID GROWTH

MONTREAL, Jan. 5.—No industry in the Dominion has expanded so rapidly, as the Canadian rubber industry, and yet scarcely any of the essential raw material for it is found in this country.

The development of the rubber industry in Ottawa has brought millions of American capital to Canada, and has made this country the basis of a large and growing export trade, not only within the British Empire but to at least forty foreign countries.

According to the report of the Bureau of Statistics, this industry in 1924 had thirty-eight plants—all except one in Ontario and Quebec—with a capital investment of \$56,160,930, employing 1,775 people on salary and 9,003 on wage. The wage and salaries paid during 1924 were \$11,413,632, and the gross value of products \$57,411,446. Of the total investment, 82.2 per cent. was in Ontario, 16.6 per cent. in Quebec and 1.2 in British Columbia.

Canada's export trade in rubber manufactures has steadily grown until now these exports are sent to over forty countries. Exports for the two years ended October 31, 1924 and 1925 were as follows:—

	1925.	1924.
Rubber hose	\$209,625	\$152,755
Solid tires	231,400	212,862
Pneumatic casings	8,695,771	5,504,486
Inner tubes	1,492,011	796,310
Belting	516,325	375,326
Rubber shoes	1,758,042	738,089
Canvas rubber shoes	2,271,268	1,651,397
Miscellaneous	409,139	315,377
Clothing	42,973	25,260
Insulated cable	417,938	667,959

Totals

These goods were widely distributed, and especially within the British Empire, but such countries as Argentina, Dutch East Indies and Brazil were also good customers. For rubber hose the United Kingdom was the best customer, and for solid rubber tires New Zealand.

For pneumatic tire casings, the best markets in value order were New Zealand, United Kingdom, Brazil, Dutch East Indies and South Africa. For belting, South Africa, New Zealand and Argentina furnished the best markets. Rubber boots found a ready market in United Kingdom and Newfoundland, while canvas shoes with rubber soles were sold chiefly to Argentina, South Africa and Australia.

are not trying out a new make, all of which means a greater sales volume, says Cook, and a constant source of new customers who are sold by the established trade.

Ray Purviance of the Ceylon Tire and Rubber Company, General Tire distributors, says that when a dealer handles more than one line he must sell the first line shown or else contradict himself when giving the good points of another tire which the customer may ask about.

By handling one line exclusively there is no chance for contradiction or back-fire from a customer who is prone to be bewildered by the features of many tires presented all at once by the same man.

Greater profits are possible, in the long run, by handling one line of tires exclusively, a consensus of opinion shows, and much less grief is encountered.



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"Of, By and For the Entire Automotive Industry"

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Preserve Our Records

ALFRED O. DUNK, one of the pioneers in the replacement parts field, has presented to the National Automobile Chamber of Commerce all original tracings, drawings, blue prints and United States and foreign letters patent, covering 756 automobiles that are no longer in existence. The Puritan Machine Company, of which Mr. Dunk is president, has made a specialty of supplying spare parts for orphan cars. When the manufacturing company went out of business, the Puritan organization would buy the engineering records and produce spare parts for owners who would otherwise have to scrap their cars when spare parts were needed.

Among the names of the cars whose engineering details are thus preserved for all time are Mobile, Aerocar, Cartercar, Welch, Lozier, Alco and other vehicles that were once lords of our infant highway system. The National Automobile Chamber of Commerce has arranged for space in which to house this valuable collection.

The Automotive Daily News wants to congratulate Mr. Dunk on having started something that should be continued in the most comprehensive possible way. Many of the records of the birth and development of the automotive industry are perishable. Once gone they never can be replaced and they should be preserved with the utmost care. Undoubtedly many priceless and unique records of the early days of the industry have been lost through the lack of responsibility of private ownership.

There is just one agency which is capable of giving the archives of the industry the care and attention they need. That agency is obviously the National Automobile Chamber of Commerce. The chamber will not only preserve any records intrusted to it, but will arrange them in such order as will make them best available for the historian and student of automotive development. We trust that a great many other public spirited automotive men will follow Mr. Dunk's admirable example and help place the early history of automotive development on a sure foundation of records.

England Repents

SOME sections of the British press are inclined to be a little jocular over our attempts to palliate the effects of the rubber restriction act. There is beginning to be an undercurrent of uneasiness as to just what form our protective measures are going to take.

The Statist, a financial paper published in London, sounds a note of real alarm: "If in addition to Secretary Hoover's economizing plan, American manufacturers, as the dominant consumers, working in combination with their Department of Commerce, refuse to buy or to finance additions to rubber stocks, a position will arise requiring the earnest consideration of producing interests, who lack cohesion and are, therefore, exceedingly vulnerable to just such a campaign."

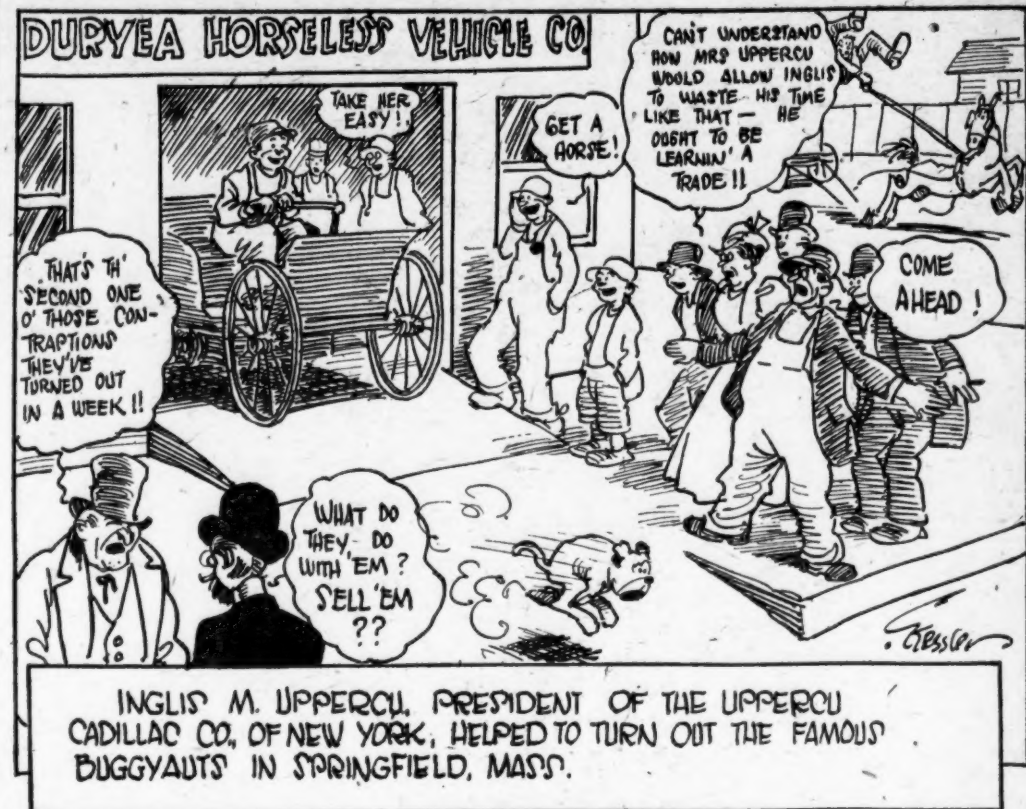
Also, British motorists are beginning to feel the pinch. Several of the big tire companies have announced price increases, ranging from 7½ to 10 per cent. And British motorists are grumbling. They have no greater liking than our own for artificially inflated prices of motoring necessities.

Taking it all in all, the British government's position is scarcely a happy one. Interference with the so-called laws of supply and demand are always risky and his majesty's ministers probably wish heartily that they had never embarked on their interesting experiment in high finance.

In the meantime, let it be our care that we never again are caught in a similar position. Further we can every one of us help extricate ourselves from our present dilemma by SAVING RUBBER in every possible way.

Our Own Automotive Family Album— The Boyhood Days of Our Industry's Leaders

By Kessler



BOTH TRUCKS AND R. R. HELD USEFUL

Montreal, Jan. 5.—Prof. W. T. Jackman of the University of Toronto department of political economy, emphatically contradicts the common impression that the motor truck is a competitor of the railway.

It is, he holds, the complement of the railway, supplementing the service of the latter, and he claims that no means of transportation has ever been made to disappear as a result of later and better facilities being developed. He illustrates this by showing that, although the motor car and the motor tractor are in common use, the horse still has his place and the advent of the railway did not abolish water transport.

The motor truck got its vogue by cutting rates, he contends, but this produced its own remedy, as continued rate cutting forced many operators of trucks out of business.

"We still have some of these irresponsible operators," he says, "and probably will have them until experience teaches them that they cannot carry on business at unremunerative rates and without financial stability and responsibility. But we have now reached the second stage when, in addition to some irresponsible operators, we have also many who are endeavoring to obtain a place of permanence in the public service as private carriers."

Motor Licenses Problem in Wis.

Madison, Wis., Jan. 5.—Secretary of State Fred Zimmerman has announced here that he would call a meeting shortly of all interested in legislation affecting the licensing of motor trucks and buses. The purpose of the meeting, he said, will be to formulate a uniform proposal for submission to the Legislature in 1927.

The proposed legislation would be designed, according to tentative plans, to remove the reported disadvantages of present laws requiring the licensing of trucks of produce dealers and others whose business takes them across state boundaries.

Secretary Zimmerman expresses the opinion that motor buses and trucks engaged in commercial traffic should be licensed in every state in which they operate.

INDIANA SERVICE CORP. TO BUY 3 BUS LINES

Indianapolis, Ind., Jan. 5.—The Indiana Service Corporation has been authorized by the State Public Service Commission to take over the operation of three bus lines running out of Fort Wayne, Ind. The lines to be purchased are those of John Donzelli, operating between Fort Wayne and South Bend and Fort Wayne and Marion; and that of Crawford & Sons, operating between Fort Wayne and Warsaw. Purchase price of the Donzelli routes, including eight buses, was \$107,500. The price of the Crawford route included \$10,460 for buses and \$10,946 for certificate of operation.

FEDERAL-KNIGHT TRUCK PROVES POPULAR MODEL

Dayton, O., Jan. 5 (U. T. P. S.).—The Federal-Knight, the latest model produced by the Federal Motor Truck Company, has proved itself to be one of the popular ton and two-ton trucks of the year, if sales are indicative of this, according to S. Siegel, president of the Dayton Federal Truck Company. Officials of the company are enthusiastic over business prospects for 1926.

WANTS TRUCK SUBSIDY

Sydney, N. S. W., Jan. 5 (U. T. P. S.).—A movement has been started in Australia with a view to requesting the government to introduce a subsidy scheme for trucks suitable for military purposes on the lines in force in Britain.

Coming Automotive Events JANUARY

- 9-10—New York City. National Automobile Show.
- 10-11—Waterbury, Conn. Waterbury Automobile Dealers' Association, annual auto show. Date not set.
- 11—New York City. National Automobile Dealers Association, third annual convention of the Atlantic Coast District.
- 11—New York City. National Automobile Chamber of Commerce, motor truck convention.
- 11-12—New York City. Second World Motor Congress for Foreign Automotive Officials.
- 11-16—Chicago. American Road Builders' Association Annual Convention.
- 14—New York City. Society of Automotive Engineers, annual dinner. Hotel Astor.
- 21-22—Buffalo, N. Y. Winter sectional meeting of the American Society for Steel Treating.
- 18-23—Newark, N. J. Nineteenth Annual Newark Automobile Show.
- 18-23—Philadelphia. Twenty-fifth Annual Automobile Show.
- 18-23—Cincinnati, Ohio. Automobile Show.
- 18-23—Milwaukee, Wis. Automobile Show.
- 18-23—Buffalo, N. Y. Twenty-fourth annual automobile show.
- 18-23—New York City. Twelfth National Motorcycle, Bicycle and Accessory Show, Madison Square Garden.
- 18-23—Columbus, Ohio. Columbus Automobile Dealers' Association, Motor Hall Show.
- 18-23—Elmira, N. Y. Elmira Automobile Dealers Association, Sixteenth Annual Auto Show.
- 19-21—Buffalo, N. Y. American Petroleum Institute, winter sectional meeting.
- 19-21—Los Angeles, Calif. American Petroleum Institute, sixth annual meeting.
- 21-22—Detroit. Michigan Independent Oil Men's Association.
- 21-22—Los Angeles, Calif. American Society for Steel Treating, sixth annual meeting.
- 23-30—Montreal, Canada. Annual Motor Show.
- 23-30—Cleveland, O. Cleveland Automobile Manufacturers and Dealers' Association, automobile show.
- 23-30—Baltimore, Md. Twentieth Annual Automobile Show.
- 23-30—Detroit, Mich. Twenty-fifth Annual Automobile Show.
- 23-30—Brooklyn, N. Y. Fifteenth annual automobile show.
- 25-30—Scranton, Pa. Scranton Motor Trades Association Auto Show.
- 25-30—Lowell, Mass. Twelfth Annual Automobile Show of Lowell Automobile Dealers' Association.
- 26—American Road Builders' Association. Good Roads Week.
- 26-29—Detroit, Mich. Society of Automotive Engineers, annual meeting.
- 27—Detroit. Michigan Highway Association.
- 27—Detroit. Michigan Automotive Trades Association Sixth Annual Convention.
- 30-Feb. 6—Washington, D. C. Automobile Show.
- 30-Feb. 6—San Francisco, Cal. Tenth Annual Pacific Automobile Show.
- 30-Feb. 6—Chicago. Eleventh Annual Automobile Salon, Hotel Drake.
- 31-Feb. 6—Chicago. National Auto Show.

FEBRUARY

- 2-6—Denver, Col. Denver Automobile Dealers' Association, annual show.
- 2-6—Atlantic City, N. J. Atlantic City Auto Dealers' Association, annual show.
- 3-6—Springfield, Ill. Seventh Annual Show.
- 9—Springfield, Ill. Illinois Automotive Trade Association, annual convention.
- 9-13—Providence, R. I. Rhode Island Automobile Dealers' Association, annual automobile show.
- 9-13—Minneapolis, Minn. Minneapolis Automobile Trade Association, Northwest-ern automobile show.
- 9-12—Schenectady, N. Y. Annual Automobile Show.
- 21-22—Omaha, Neb. Automobile Show.
- 20-27—Los Angeles. Automobile Show.
- 14-20—Des Moines, Iowa. Automobile Show.
- 10-27—Albany, N. Y. Annual Automobile Show.

Financial News of the Automotive Industry

INCREASE SHOWN IN CLEVELAND AND CHANDLER PROFITS

Earnings of Combined Companies Nearly Double 1924

NEW YORK, Jan. 5.—Earnings of the combined Chandler and Cleveland automobile companies last year were nearly double those of the preceding year. Net for 1925 is estimated at \$2,700,000, after all charges, against \$1,427,900 on the same basis for 1924. For the first eleven months the companies reported net of \$2,470,611.

Gain in last year's earnings was largely accounted for by the large increase in sales of the Cleveland Automobile Company's lower priced six-cylinder line. Had Chandler shown a corresponding gain the combined earnings would probably have set a record. As it was, net in 1925 was less than in 1923, when profits were \$3,206,142.

The following table shows net after taxes and equivalents on the capitalization of the Chandler-Cleveland Motors Corporation with 350,000 shares of preference stock and 280,000 shares of common:

	1925	1924
Net after taxes.....	\$2,700,000	\$1,430,368
Per preference share.....	7.71	4.08
Per com. share after allow \$4 for pf divs	4.64	1.10
*Estimated.		

Earnings record of the combined companies for the past three years indicates a margin of safety over the proposed \$4 dividend to be paid on the preference stock, as the average has been \$2,440,000 annually against an annual dividend requirement on this issue of \$1,400,000.

Recent appraisals indicate net tangible assets of the combined companies exceed \$12,000,000, or around \$35 a share for the preference stock. The Chandler plant, with a total capacity for 150 cars a day, has been appraised at \$3,800,000; the Cleveland plant, with similar capacity, at \$2,500,000, and the plants of the Automobile Machine Company and its subsidiary, Atlas Manufacturing Company, at \$1,315,000. The two latter companies, which are included in the merger, manufacture parts for Chandler and Cleveland, each of which has heretofore held a 50 per cent. interest.

Included in net tangible assets of the new company is a liberal proportion of working capital. After giving effect to the new financing, the retirement of the Cleveland Automobile preferred and the sale of 70,000 shares of preference stock, the company will have over \$3,000,000 cash.

Texas and Virginia Gas Taxes Reported

Austin, Jan. 5.—The one-cent-a-gallon tax on gasoline sales in Texas in November aggregated \$370,268, a decrease of nearly \$30,000 from October, owing to bad weather and road conditions. The five larger companies paid the following amounts for November: Gulf Refining Company, \$59,863; Magnolia Petroleum Company, \$77,010; Texas Company, \$63,422; Pierce Petroleum Corporation, \$31,339; Humble Oil and Refining Company, \$18,960.

Richmond, Jan. 5.—Gasoline tax receipts for 1925 will exceed \$3,750,000, compared with Gov. E. Lee Trinkle's estimate of \$3,105,000 at the beginning of the year. November collections totaled \$329,899, or \$34,564 above November, 1924.

RANGE OF AUTOMOTIVE STOCKS

NEW YORK STOCK EXCHANGE

Previous, 1925	High	Low	Div.	Sales	High	Low	Close	Change
6 1/2	47	3	3	Advance Rumely pf...	100	53	53	+
25 1/2	7 1/2	1	1	Ajax Rubber	5,000	11	10 1/2	+
97 1/2	7 1/2	6	6	Allis-Chalmers	1,200	93 1/2	92	-
109	103 1/2	7	7	Allis-Chalmers pf	400	110	109 1/2	+
54 1/2	26 1/2	1	1	Am. Bosch Magneto	6,200	34 1/2	33 1/2	+
20	11 1/2	1	1	Am. La France	1,000	15 1/2	15 1/2	+
44 1/2	27 1/2	1.50	1.50	Briggs Mfg. Co.	11,300	37 1/2	36 1/2	+
25 1/2	108 1/2	3	3	Chandler Motor	6,400	48 1/2	47 1/2	+
111 1/2	100 1/2	8	8	Chrysler Corp.	14,200	218	213 1/2	+
52	48 1/2	1	1	Chrysler Corp. pf	100	108	108	+
91 1/2	75 1/2	7	7	Continental Motors	47,500	54 1/2	53 1/2	+
30 1/2	10 1/2	2	2	Dodge Bros. A.	51,100	47 1/2	46 1/2	+
80	60 1/2	6	6	Dodge Bros. pf	2,400	88	87 1/2	+
5 1/2	1 1/2	1	1	Eaton Axle & Spring	13,500	30 1/2	29 1/2	+
25 1/2	6 1/2	1	1	Electric Stor.	2,300	73 1/2	73 1/2	+
125	60 1/2	5	5	Emerson-Brant	500	3 1/2	3 1/2	+
116 1/2	75 1/2	3 1/2	3 1/2	Fisk Rubber	13,800	25 1/2	25 1/2	+
149 1/2	64 1/2	12	12	Fisk Rubber 1st pf	900	115	114 1/2	+
115	102 1/2	7	7	Gardner Snubber A.	7,300	40 1/2	39 1/2	+
74 1/2	36 1/2	4	4	General Motors	1,900	9 1/2	9 1/2	+
114 1/2	86 1/2	7	7	General Motors 7s pf	2,300	114	112 1/2	+
49 1/2	30 1/2	3.50	3.50	Goodyear T. & R. pf	4,600	65 1/2	63	+
139 1/2	33 1/2	3	3	Hudson Motor Car	600	45 1/2	45 1/2	+
31	14 1/2	1	1	Hupp Motor Car	39,000	123 1/2	123 1/2	+
65	35 1/2	.50	.50	Indian Motorcycle	200	19 1/2	19 1/2	+
124	87 1/2	6	6	Jelly-Springfield	6,900	119 1/2	119 1/2	+
19	11 1/2	1	1	Keystone T. & R.	200	14 1/2	14 1/2	+
113	104 1/2	6	6	Lee Rubber & Tire	17,100	159	158 1/2	+
106 1/2	99 1/2	7	7	Mack Trucks 1st pf	100	109 1/2	109 1/2	+
32 1/2	10 1/2	2	2	Mack Trucks 2d pf	300	105 1/2	105 1/2	+
42	22 1/2	3	3	Marlin Rockwell	500	28 1/2	28 1/2	+
44 1/2	40 1/2	3.60	3.60	Moore Motors	5,900	37 1/2	36 1/2	+
35 1/2	18 1/2	2.30	2.30	Motor Wheel Corp.	3,600	32 1/2	31 1/2	+
21 1/2	13 1/2	1	1	Mullins Body	100	17 1/2	17 1/2	+
48 1/2	19 1/2	16	16	Murray Body	700	12 1/2	12 1/2	+
107	103 1/2	7	7	Nash Motors	400	46 1/2	46 1/2	+
48 1/2	15 1/2	1.80	1.80	Packard Motor Car	18,100	106 1/2	106 1/2	+
47 1/2	10 1/2	1	1	Packard-Detroit Motor	15,300	28 1/2	28 1/2	+
104	43 1/2	10	10	Pierce-Arrow	12,600	37 1/2	37 1/2	+
18	8 1/2	1	1	Pierce-Arrow pf	1,100	93 1/2	97 1/2	+
36 1/2	15 1/2	6	6	Reynolds Spring	2,700	10 1/2	10 1/2	+
96 1/2	65 1/2	6	6	Spicer Motor	2,000	29 1/2	29 1/2	+
89 1/2	61 1/2	6	6	Stewart-Warner Speed	2,600	92 1/2	91 1/2	+
68 1/2	41 1/2	6	6	Stromberg Carburetor	300	77 1/2	76 1/2	+
59 1/2	37 1/2	4	4	Studebaker Co.	14,200	59 1/2	59 1/2	+
97 1/2	33 1/2	8	8	Timken Roller Bear	2,600	55 1/2	54 1/2	+
108 1/2	92 1/2	8	8	U. S. Rubber	27,400	85 1/2	80 1/2	+
104 1/2	67 1/2	4	4	U. S. Rubber 1st pf	800	108	108	+
34 1/2	9 1/2	1	1	Willis-Overland	66,100	26 1/2	26 1/2	+
123 1/2	72 1/2	7.5	7.5	Willis-Overland pf	3,200	94 1/2	92 1/2	+
46 1/2	22 1/2	1	1	Yellow C. & T. B.	11,900	32 1/2	30 1/2	+
100	90 1/2	7	7	Yellow C. & T. pf	200	93 1/2	93 1/2	+

NEW YORK CUB MARKET

Sales	Open	High	Last	Net
25 Auburn Auto	53	53	53	+ 1/2
600 Cleve Auto	30	29 1/2	29 1/2	+ 1/2
500 Durant Mot.	13 1/2	13 1/2	13 1/2	+ 1/2
400 Elec Auto-L	7 1/2	7 1/2	7 1/2	+ 1/2
500 Fageol Mot.	9 1/2	9 1/2	9 1/2	+ 1/2
200 Fisk R 1st pf	11 1/2	11 1/2	11 1/2	+ 1/2
2000 Goody R 1st	38 1/2	37 1/2	38 1/2	+ 1/2
100 Hood Rub.	68 1/2	68 1/2	68 1/2	+ 1/2
1600 Miller R n.	40 1/2	37 1/2	38 1/2	+ 1/2
2100 Rec Motor	25 1/2	24 1/2	25 1/2	+ 1/2
800 Rep M T cit	8 1/2	8 1/2	8 1/2	+ 1/2
1100 Rickenb Mot	7 1/2	7 1/2	7 1/2	+ 1/2
100 Splitt B E.	43 1/2	43 1/2	43 1/2	+ 1/2
4500 Stutz Motor	37 1/2	35 1/2	36 1/2	+ 1/2
100 US Rub Rec	14 1/2	14 1/2	14 1/2	+ 1/2
200 W Au S pf	27 1/2	27 1/2	27 1/2	+ 1/2
100 Yel Tax NY	12 1/2	12 1/2	12 1/2	+ 1/2

CHICAGO

Sales	High	Low	Last
1750 Auburn Auto	54	51 1/2	51 1/2
125 Bendix Corp.	31 1/2	31 1/2	31 1/2

(Above table shows Monday's stock movement, complete.)

Current Commodity Prices

New York, Jan. 5.—As a result of the sudden withdrawal of consumers' interest, the crude rubber market has turned reactionary again. The heaviness of the London market is also a factor. The steel market continues quiet because of inventory taking. Prices are unchanged. Gasoline prices are tending lower in the local market, though no reductions have been announced. Buyers show little disposition to contract far ahead. The gasoline price, steel barrels, is still held at 17 cents a gallon.

STEEL PRODUCTS

Billets, re-rolling.....	\$35.00a36.00
Billets, forging.....	40.00a41.00
Steel bars (hot rolled).....	1.90a2.00
Plates (hot rolled).....	1.60a1.70
Blue annealed sheets.....	2.50a2.60
Black sheets.....	3.35a3.40
Auto body.....	4.40a4.50
Boards.....	2.40a2.50
Cold rolled strip.....	3.75a3.80
Hot rolled strip.....	2.20a2.30
Pig iron, Basic.....	
Valleys.....	20.00a21.00
Eastern Pennsylvania.....	22.00a23.00

IRON AND STEEL SCRAP

Heavy melting steel.....	\$12.00a13.00
Machine shop turnings.....	9.50a10.00
Cast iron borings.....	9.50a10.00
No. 1 cast scrap.....	16.00a17.00

MILL PRODUCTS

Base prices, cents per pound, f. o. b. mill.	
High brass sheets.....	19 1/2
Copper, in rolls.....	21 1/2
Zinc, spot, New York.....	8.90a9.05
Lead, spot, New York.....	9.50a9.65
Aluminum, virgin 99.99.....	28 a 29

SEAMLESS TUBING

High brass.....	24.00
Copper.....	24.75

RODS

High brass (round % to 2 1/2 in.)	16 1/2
Copper, rods, round.....	22 1/2

OLD METALS

Following are dealers' buying and selling prices for large quantities, f. o. b. cars, New York:	
Heavy machinery com.	9 1/2a10 1/2
New brass clippings.....	8 1/2a9 1/2
Auto radiators.....	6 1/2a7 1/2
Brass, heavy.....	7 a7 1/2
Brass, light.....	6 1/2a7 1/2

Sales	High	Low	Last
125 Cont. Motor	12 1/2	12	12 1/2
1300 Hupp Motor	28 1/2	28	28 1/2
6550 Rec Motor	28 1/2	28	28 1/2
3800 Stewart-Warner	28 1/2	28	28 1/2
1100 Yellow Truck B	32	30 1/2	32
100 Yellow Truck pf	49	49 1/2	49 1/2
650 Yellow Taxi	49 1/2	49 1/2	49 1/2

DETROIT

100 Autobody	3 1/2	3 1/2	3 1/2
475 C. G. Spring	12 1/2	12 1/2	12 1/2
100 Cont. Motor	12 1/2	12 1/2	12 1/2
175 Federal M. T.	37 1/2	37 1/2	37 1/2
250 Hall Lamp	14 1/2	14 1/2	14 1/2
3710 Packard	43 1/2	42 1/2	43 1/2
774 Paige	28 1/2	27 1/2	28 1/2
2669 Rec Motor	25 1/2	24 1/2	25 1/2
2075 Timken Axle	9 1/2	9 1/2	9 1/2

CLEVELAND

Firestone	120	125	
Firestone 6s pf.	98	100	
Firestone 7s pf.	98	100	
Peetless	36	38	
	31	33	

(Above table shows Monday's stock movement, complete.)

RUBBER MARKET

Plantations—		Bid	Asked
First latex crepe, spot.....	90	81	
January-March.....	88	89	
April-June.....	82	83	
July-September.....	80	81	
October-December.....	78	79	
Para-Up-River, fine, spot.....	82	83	
Island, fine.....	78	79	

SCRAP RUBBER

Inner tubes, No. 1.....	11 a 12
Inner tubes, No. 2.....	8 a 9
Inner tubes, No. 2 red.....	7 a 8
Tire, automobile, white, ton.....	\$60.00a70.00
Mixed auto tires.....	40.00a45.00
Reclaimed rubber—Tire reclaimed, 15c; shoe reclaimed, 11c; tube reclaimed, 22c.	

OIL AND GASOLINE

Garages (steel barrels).....	a17
Up-State New York.....	a17
Single tank cars, delivered.....	
New York.....	12 1/2a13.00

CRUDE PRICES AT WELLS

EASTERN		Penn. grade oil
Penn. grade oil	Line Co. lines.....	\$3.30
Co. lines.....	Cabell.....	2.10
Bradford District	Corning.....	1.85
oil in Nat. Tran.	R. Island.....	1.15
Co. lines 3.65	Somerset.....	2.20
Penn. grade oil	Somerset, light.....	2.35
in Nat. Tran.		
Co. lines.....	Lima.....	1.98
Gaines grade oil	Indiana.....	1.78
in Nat. Tran.	Princeton.....	1.87
Co. lines.....	Illinois.....	1.87
Penn. grade oil	Wooler.....	1.90
in S. W. Pa.	Waterloo, Ill.....	1.90
Pipe lines.....	Plymouth.....	1.40
Penn. grade oil	Canadian.....	2.38
in Eureka P.		
Line Co. lines 3.60		

Hupp Co. Declares Only Usual Dividend

Detroit, Jan. 5.—Directors of the Hupp Motor Car Corporation today declared the regular quarterly dividend of 25 cents, payable February 1 to stock of record January 15. It had been reported in banking circles that the long-expected increase in the rate would be ordered.

Mexican Oil Yield Increases in Week

Tampico, Jan. 5.—Production of heavy crude oil in Mexico in the week ended December 26 averaged 207,571 barrels daily, an increase of 10,143 barrels daily over the preceding week. Light oil production of Mexican Petroleum Company (Pan American) totaled 437,000 barrels, no other light oil figures being available.

Production, by companies (in barrels) for last week, follows:—

	December 26, '25	Light	Heavy
Mexican Petroleum	437,000	327,000	210,000
S. O. of New Jersey		216,000	3,000
National Railways		151,000	175,000
Mexican Eagle		119,000	115,000
Gulf		101,000	7,000
Sinclair		101,000	238,000
Royal Dutch		437,000	1,453,000
Miscellaneous		207,571	
Totals.....	437,000	1,453,000	
Daily average.....	207,571		

Glidden Doubles Year's Earnings

Detroit, Jan. 5.—The pamphlet report of the Glidden Company for the fiscal year ended October 31, 1925, shows a net profit of \$2,209,757 after interest, depreciation and Federal taxes. This is equivalent after prior preferred dividends to \$4.27 a share on 400,000 shares of no par common stock and compares with \$1,078,906, or \$2.50 a share, on 322,955 shares of common in the previous year. The consolidated income account follows:—

	1925	1924
Sales		\$19,614,396
Cost, expenses, etc.		17,595,032
Operating profit.....	\$3,350,077	\$2,019,364
Interest, etc.	564,605	533,900
Depreciation	300,715	276,558
Federal taxes	275,000	130,000
Net profit.....	\$2,209,757	\$1,078,906
Prior pf. dividend.....	500,396	
Surplus	\$1,709,361	

Personal Items

KRIENS MADE MANAGER

Los Angeles, Jan. 5.—John G. Kriens, who has had automobile experience on two continents, has just joined the organization of H. J. Wurzbarger, Inc., local Kissel distributors, as manager of the wholesale department. Prior to the war Mr. Kriens was connected with a firm in Holland.

McKAMY PLANS VACATION

Evansville, Ind., Jan. 5.—C. S. McKamy, secretary-treasurer of the Wabash Valley Motor Company, Hudson and Essex distributor and dealer, will leave here about January 15 with Mrs. McKamy and their daughter for a two weeks' vacation in Florida.

FORD JOINS DRUCK COMPANY

Trenton, N. J., Jan. 5.—Perey G. Ford, formerly with the John A. Roebeling's Sons Company, has just joined the selling forces of the Norman P. Druck Motor Company, Trenton representative for Dodge Brothers cars and Graham trucks.

IN LARGER QUARTERS

San Antonio, Tex., Jan. 5.—The Tobin-Thornton Company, southwest Texas distributor for Pierce-Arrow automobiles, has moved into larger quarters at 1515 Main Ave.

WRIGHT AT OLDS WORKS

Billings, Mont., Jan. 5.—Dean A. Wright of the Keene Motor Company is attending the school at the Olds Motor Works in Lansing. As soon as his course is completed it is the intention of the company to place Mr. Wright in charge of its sales promotion work.

HUSK RESIGNS POST

Newark, N. J., Jan. 5.—James Husk, former wholesale manager for the Newark Flint Company, has just resigned from that organization.

FRANK E. BEATTY

San Antonio, Tex., Jan. 5.—Frank E. Beatty, a resident here for twenty-nine years and senior firm member of the Beatty Auto Livery Company, is dead after a brief illness.

Fire Losses

TRUCK COMPANY BLAZE

Kansas City, Jan. 5.—Morgan-Marshall Motors, Republic truck dealers, have sustained a loss of \$11,500 in a fire which damaged the building and contents of the company's garage, 1719 Oak St. The loss is covered by insurance.

SIX CARS DESTROYED

Champaign, Ill., Jan. 5.—The garage of J. L. Oakes here was destroyed by fire, together with six cars which were in storage. As many more cars were gotten out after being scorched and damaged in other ways. The loss will aggregate about \$15,000, a portion of which is covered by insurance.

TAXI STATION BURNS

Toronto, Jan. 5.—Fire totally destroyed the two-story brick building at 10 Croft St., here, used by the Checker Cabs Company as a taxi station and storage garage.

Classified Advertising

CLASSIFIED RATES
5c word (per daily insertion)

HELP WANTED

DISTRICT MANAGER WANTED
Leading manufacturer of automotive accessories has an opening for a district manager about 30 to 35 years old. Must have car. Applicant must also have a successful sales record and be capable of selling dealers and distributors. Connection is permanent and with the commission arrangement offered the first year's earnings should be \$5,000 to \$10,000, with a consistent increase each successive year. A good opening for a good man. If interested write, giving full information as to previous experience and connection. Address Box No. 52, Automotive Daily News.

WANTED—Two auto salesmen, large commission, no salary; must have experience and good reference. Write Grillo Bros., Elmora, Pa.

DEALER DOINGS

HAY & SON TO OPEN BRANCH IN EVANSTON

Chicago, Jan. 5.—Tom Hay & Son, Inc., will open a new salesroom and a completely equipped service station for the sale and maintenance of Chandler and Cleveland automobiles at 1838 Ridge Ave., Evanston, for the convenience of north shore patrons. Albert O. Meyer, who is secretary of the Hay organization, will act as general manager of the branch. The date of the formal opening will be announced shortly.

NEW DEALERSHIP OPENS AT CICERO, ILL.

Chicago, Jan. 5.—The Pioneer Motor Sales, Inc., has just opened quarters a 1322 South Austin Ave., Cicero, to conduct an automobile dealership. The firm is made up of John L. Sunde, Harold J. Rosenberg and Irving Osserman.

SOUTH CAROLINA GETS NEW CHRYSLER DEALER

Columbia, S. C., Jan. 5.—The Asendorf Motor Company, Orangeburg's newest automobile establishment, has just opened for business. The firm will handle the Chrysler cars. J. S. Ficklin is manager.

TAKES OVER CHRYSLER SALES AT CAMDEN, ARK.

Camden, Ark., Jan. 5.—B. A. Farr has just purchased the business of the Alley-Henderson Company, Chrysler dealer here. He was formerly a dealer at Smackover, Ark.

NEW DEALERSHIP OPENS IN SAN JOSE, CAL.

San Jose, Cal., Jan. 5.—The Baker-Anderson Company, a new dealership here, has just opened with the Locomobile and Franklin cars as its main feature. It will cover Santa Clara county.

BUTLER COMPANY GIVES BONUSES TO EMPLOYEES

Kansas City, Jan. 5.—The Butler Motor Company, Dodge dealer, has just given its seventh annual dinner to officials, employees and guests. More than 300 persons were present. Bonus checks to employees were distributed. John A. Butler, head of the company, last year was president of the National Motor Car Dealers' Association.

BUYS INTEREST AND HEADS FORD FIRM

Parkin, Ark., Jan. 5.—A third interest in J. E. Fitzgerald & Co., Ford dealer of this city, has been purchased by Vernon Paul. He is now the head of the firm.

WILL SELL CHRYSLERS IN BLOOMFIELD, N. J.

Bloomfield, N. J., Jan. 5.—J. E. and F. W. Exner, forming the firm of Exner Brothers, have taken over the franchise for the Chrysler in this town. Previous to coming to Bloomfield they were automobile dealers in Paterson.

Improvements

TO OPEN NEW BUILDING

Canton, O., Jan. 5.—The new garage of the Rogers Motor Sales Company, Tuscarawas Street, W., will be opened to the public about January 15, officials of the company have just announced. The workshop of the company was moved from the old location across the street into the new building last week. The company is distributor of Hudson and Essex cars.

\$50,000 SALES STATION

St. Paul, Jan. 5.—Contract for construction of a \$50,000 sales and service station for the Pence Automobile Company at Huron, S. D., has been awarded. The Pence company, Buick distributors in the Northwest, has launched an expansion program, of which the Huron Building is a part.

NEW FLINT HOME

Chicago, Jan. 5.—A new building is being erected by the Ideal Garage and Motor Sales, Flint dealers, 1337 Irving Park Boulevard. The new structure, which is at 119 East 110th St., will be for the South End Motor Sales, now located at 10927 South Michigan Ave.

Incorporations

ILLINOIS

Springfield, Ill., Jan. 5.—New Illinois incorporations are: Oak Park Buick Sales Company, 702 Madison Ave., Oak Park, \$15,000; sale and service of Buick automobiles, parts and accessories thereto; Bruce W. Strong, Dorothy M. Strong and Ernest S. Hough. Sourlock Differential Corporation, 332 South Michigan Ave., Chicago, \$175,000; to manufacture and sell differential gears, steering gears and other gears used in the automotive industry for motor driven vehicles and to buy and sell automotive parts for all motor driven vehicles; John W. Fulton, John W. Fulton, Jr., and R. S. Dean.

Johnson Bros. Garage, Inc., 2644 Lehigh Court, Chicago, \$2,000; general garage business and wrecking of automobiles; William Johnson, Edward F. Johnson and Mamie Johnson. Acme Motor Sales, Inc., 912 1st St., La Salle, \$2,200; to conduct a general garage business and to run a work shop, etc.; John A. Ewald, Joseph Cacioppo, Mike Cacioppo and Sam Causa. Troyke-Baker Motor Company, 2718 Westworth Ave., Chicago, \$5,000; to deal in at wholesale and retail automobiles and their parts; William Helfand, Sidney E. Lavy and Samuel Berenbaum.

INDIANA

Indianapolis, Jan. 5.—Articles of incorporation have just been filed with the secretary of state as follows: Don Hall Motor Company, Greencastle, \$10,000; deal in automobiles and operate auto delivery; Don Hall, Lucile Hall and John T. Hume, Jr. Scott Auto Sales Company, Indianapolis, \$5,000; deal in automobiles and automobile accessories; Rufus W. Scott, Clarence D. Scott and Ida Scott.

Anderson Garage Company, Anderson, \$10,000; deal in automobiles; Tracy Prophet, Fred Connelly and Walter Vermillion. Parrot Petroleum Products Company, Fort Wayne, filed certificate increasing capital stock from \$10,000 to \$30,000, said increase of \$20,000 being preferred stock.

G. L. Cory Motor Company, Jeffersonville, \$20,000; dealing in Ford automobiles and accessories; G. L. Cory, Sam Smith and R. E. Korte.

Bruce C. Kixmiller, Inc., Vincennes, 1,000 shares of common stock no par value and \$20,000 preferred stock; deal in automobiles and repair and garage business; Bruce C. Kixmiller, Alice H. Kixmiller and Lewis C. Taylor.

Automotive Daily News BUYERS' DIRECTORY and GUIDE

Reference List of Prominent Automotive Associations

National Automobile Chamber of Commerce,
366 Madison Ave., New York, N. Y.

Automotive Equipment Association,
1809 City Hall Sq. Bld., Chicago, Ill.

Motor & Accessory Manufacturers' Association,
250 West 57th St., New York, N. Y.

National Automobile Dealers' Association,
320 North Grand Ave., St. Louis, Mo.

National Standard Parts Association,
310 Hofman Blvd., Detroit, Mich.

PUNCTURE CURE

EEZEE Puncture Cure

Spells death to punctures and slow leaks. Special discount to dealers. Write

EEZEE MFG. CO.
1111 S. Broad, Phila., Pa.

VENTILATORS

**POSITIVE VENTILATION
FOR CLOSED CARS**

THE NICHOLS-LINTEN CO.
7960 Lorain Ave., Cleveland, Ohio

Use this directory section to let the industry know where you are and what you have to sell.

FLEET OWNER LISTS

OVER 100,000 CARS OWNED BY 1,000 N. Y. CORPORATIONS. These fleet owners offer a huge market for your product. Are you reaching them? Do you know the man to see? There's a list of these fleet owners, kept up to date and giving the name of the right man to see. Used by the largest people in the business. M. MACHOL, 417 Central Park West, New York City. Tel. Academy 8181.

RADIATOR MASCOTS



MOTOR GLG "Bees at Night"
Can be attached to any size Moto Meter. Supplied with brilliantly colored eyes and side windows which light up at night. Write for illustrated catalogue showing 100 new mascots.
IRVING FLORMAN CO.
153 Lafayette St., New York, N. Y.

LUBRICATORS

CHRYSLER-STUTZ

Chassis Lubrication by
Myers Magazines
CHASSIS LUBRICATING CO.,
Rahway, N. J.

YOU, too! can get results like this!

COMPILED THROUGH PERSONAL CALLS
NOT FROM REGISTRATION DATA

MORRIS R. MACHOL
408 CENTRAL PARK WEST
NEW YORK CITY
(PHONE ACADEMY 8181)

December 4, 1925

Automotive Daily News,
1926 Broadway,
New York, N. Y.,

Gentlemen:

I have been running a one-inch advertisement twice each week for the past month or so in the Directory section of your newspaper.

From this advertisement I have received inquiries from nearly half the States of the Union, and I thought you would be interested in knowing the fact that this little one-inch advertisement has shown such unusual pulling power.

I am more than satisfied with the results obtained and desire to have you continue to run this advertisement until otherwise ordered.

Very truly yours,
(Signed) Morris R. Machol

Distributors Wanted—

For a gauge that shows the contents of an underground tank at a distance. Accurate from 1/2 to 2 1/2 gallons in a 550-gallon tank. Salable to filling stations, garage trade, etc., also for fuel oil installations and storage of any liquids.

*An officer of the company will be at the
Automobile Show, Booth D-190.*

Write on phone for appointment.

Sartometer Sales Co.

1819 Broadway

Phone Columbus 2131

YOUR Business Card—

**In The Buyers' Directory of the AUTOMOTIVE
DAILY NEWS Will Bring Inquiries and Orders**

It will enable those in the automotive trade who are your most logical customers to locate you JUST at the time they are interested in placing an order.

SEND NOW for SPECIAL DIRECTORY OFFER